

★ ★ JUNE 18, 1977 ★ ★
WORLD COLOR PRESS DAY

MAGAZINELAND USA

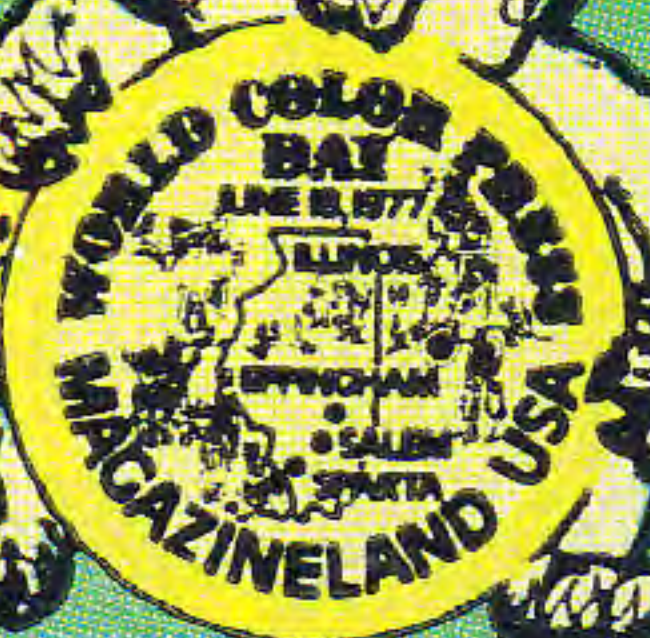
• SPARTA • EFFINGHAM • SALEM, ILLINOIS



K. JOE
HUBERT

ENJOY YOURSELF

HAVE FUN



HIGHLIGHTS FOR JUNE 18, 1977

Corporate Offices, Post Office Box 1248
Effingham, Illinois 62401, Phone 217-342-9241

Clyde Oberlin
President

WORLD COLOR PRESS

June 18, 1977

WELCOME TO MAGAZINELAND!

It is with pleasure that we open our doors to you and we hope this will be an occasion for you to remember with pleasure.

We are very proud of our achievements over the years and wish to share with you our sense of achievement and fulfillment in the growth of our company.

Please stay awhile, enjoy yourself and, whenever you see a finely printed publication, think of World Color Press and Magazineland.

Clyde Oberlin
Clyde Oberlin

CO:rb

World Color Press, Inc.
a City Investing company



MAGAZINELAND, U.S.A.





EDITORIAL
DEPARTMENT

BEFORE A COMIC BOOK CAN
BE PRINTED, THE **IDEAS...**
ARTWORK... AND
STORIES MUST BE
FIRST CREATED!

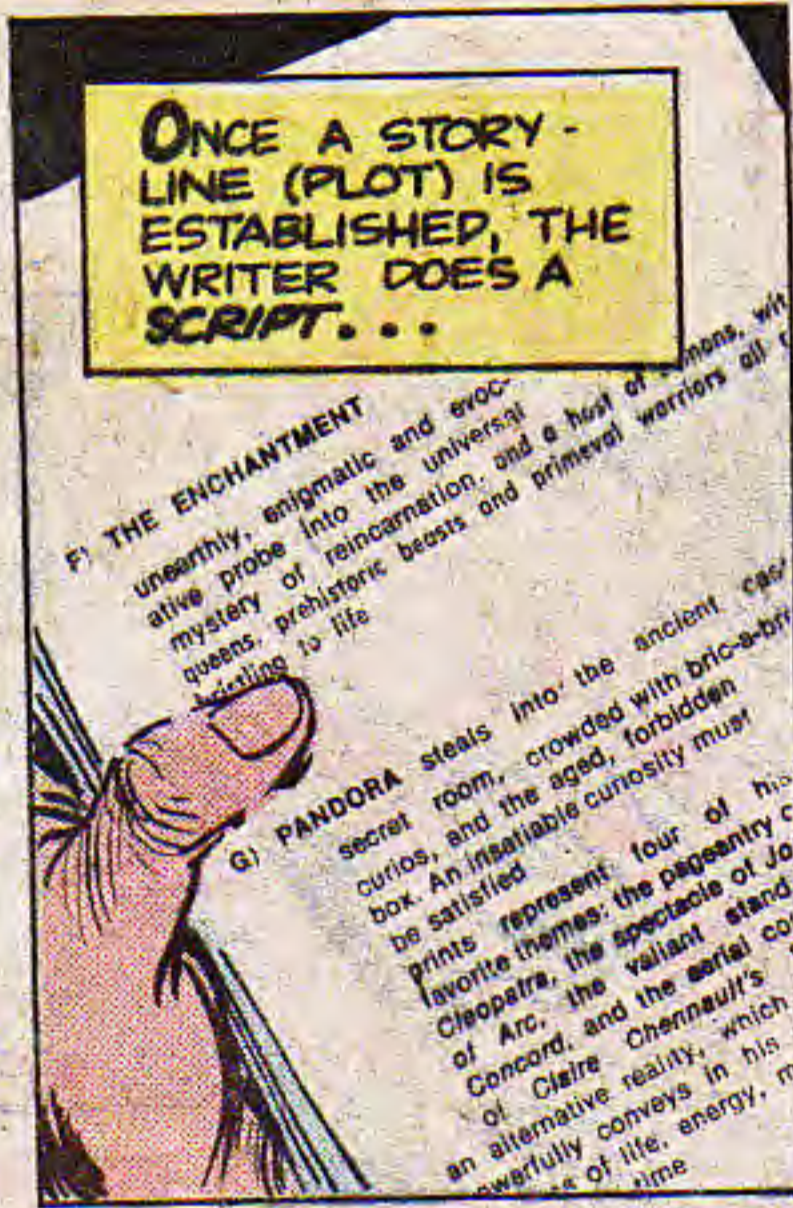
WOULD
YOU LIKE
TO SEE AN
EDITORIAL
OFFICE? NO
SOONER SAID
THAN DONE!

DETECTIVE
COMICS

GI. COMBAT



THE FIRST STEP
TOWARDS PUBLICATION
IS TAKEN IN THE
EDITOR'S OFFICE...
WHERE A **PLOT**
CONFERENCE
TAKES PLACE
BETWEEN EDITOR
AND WRITER...

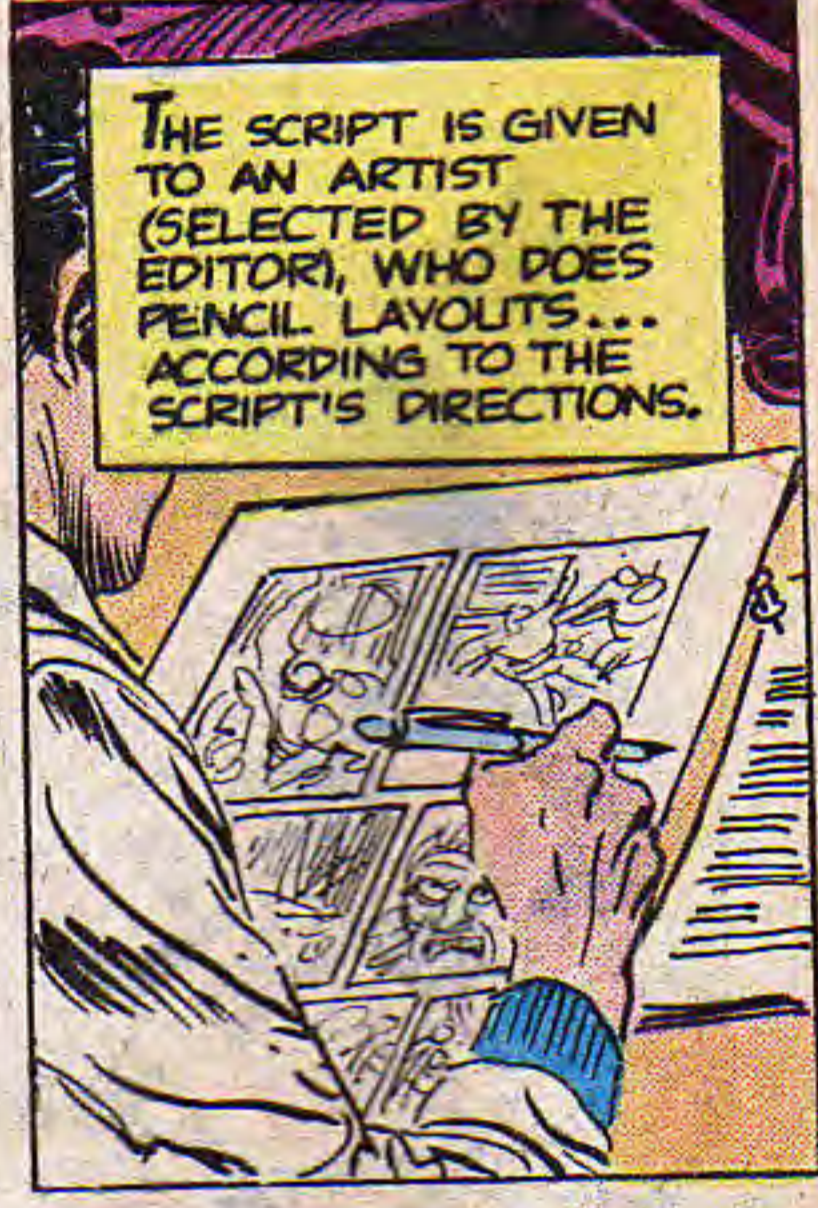


ONCE A STORY-
LINE (PLOT) IS
ESTABLISHED, THE
WRITER DOES A
SCRIPT...

F) THE ENCHANTMENT
uneasily, enigmatic and evoc-
ative probe into the universal
mystery of reincarnation, and a host of demons, with
queens, prehistoric beasts and primeval warriors all
bustling to life

G) PANDORA steals into the ancient cas-
secret room, crowded with bric-a-brac
curios, and the aged, forbidden
box. An insatiable curiosity must
be satisfied

prints represent four of his
favorite themes: the pageantry of
Cleopatra, the spectacle of Jo
of Arc, the valiant stand
of Claire Chennault's
an alternative reality, which
powerfully conveys in his
of life, energy, m
time

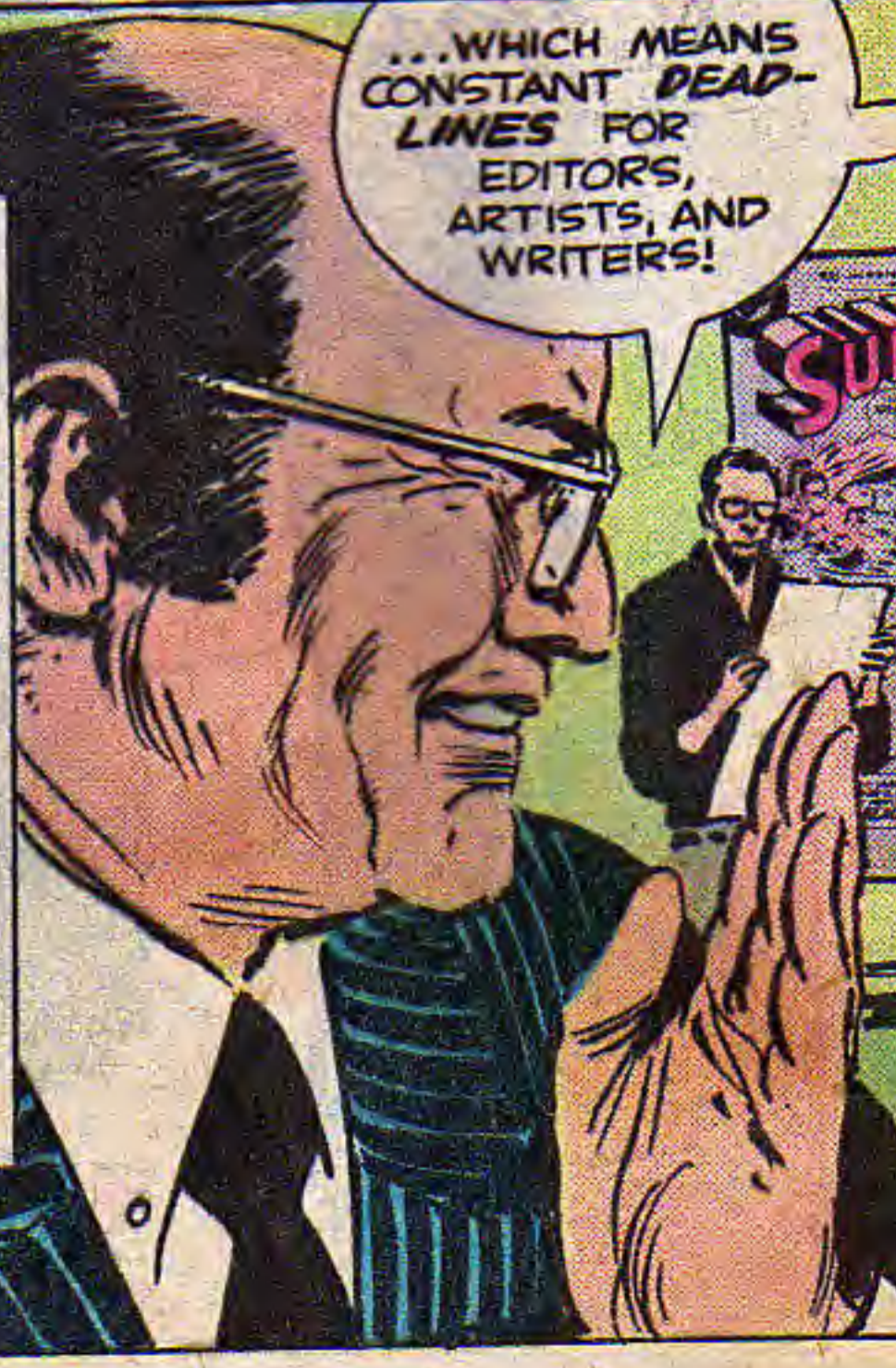


THE SCRIPT IS GIVEN
TO AN ARTIST
(SELECTED BY THE
EDITOR), WHO DOES
PENCIL LAYOUTS...
ACCORDING TO THE
SCRIPT'S DIRECTIONS.

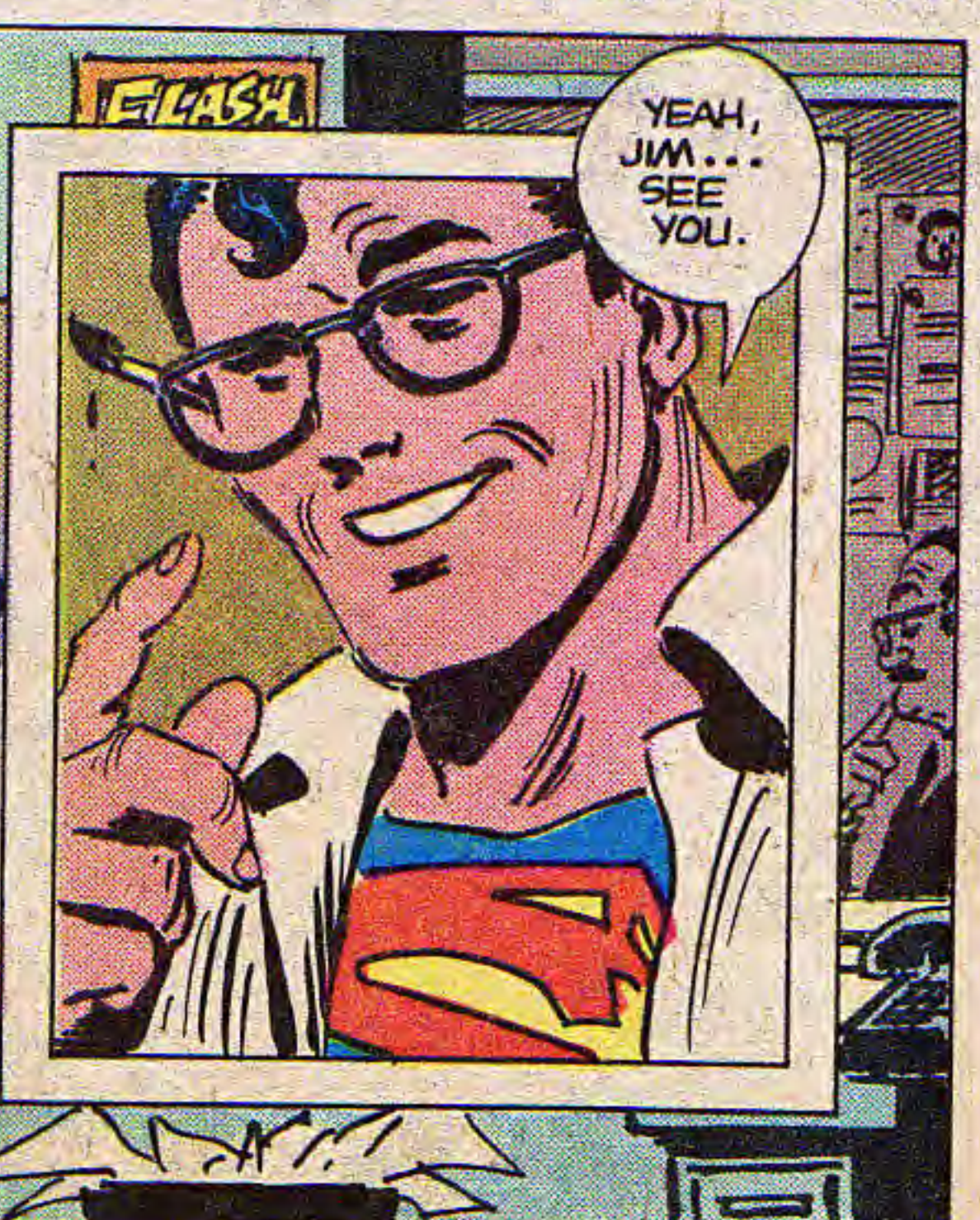
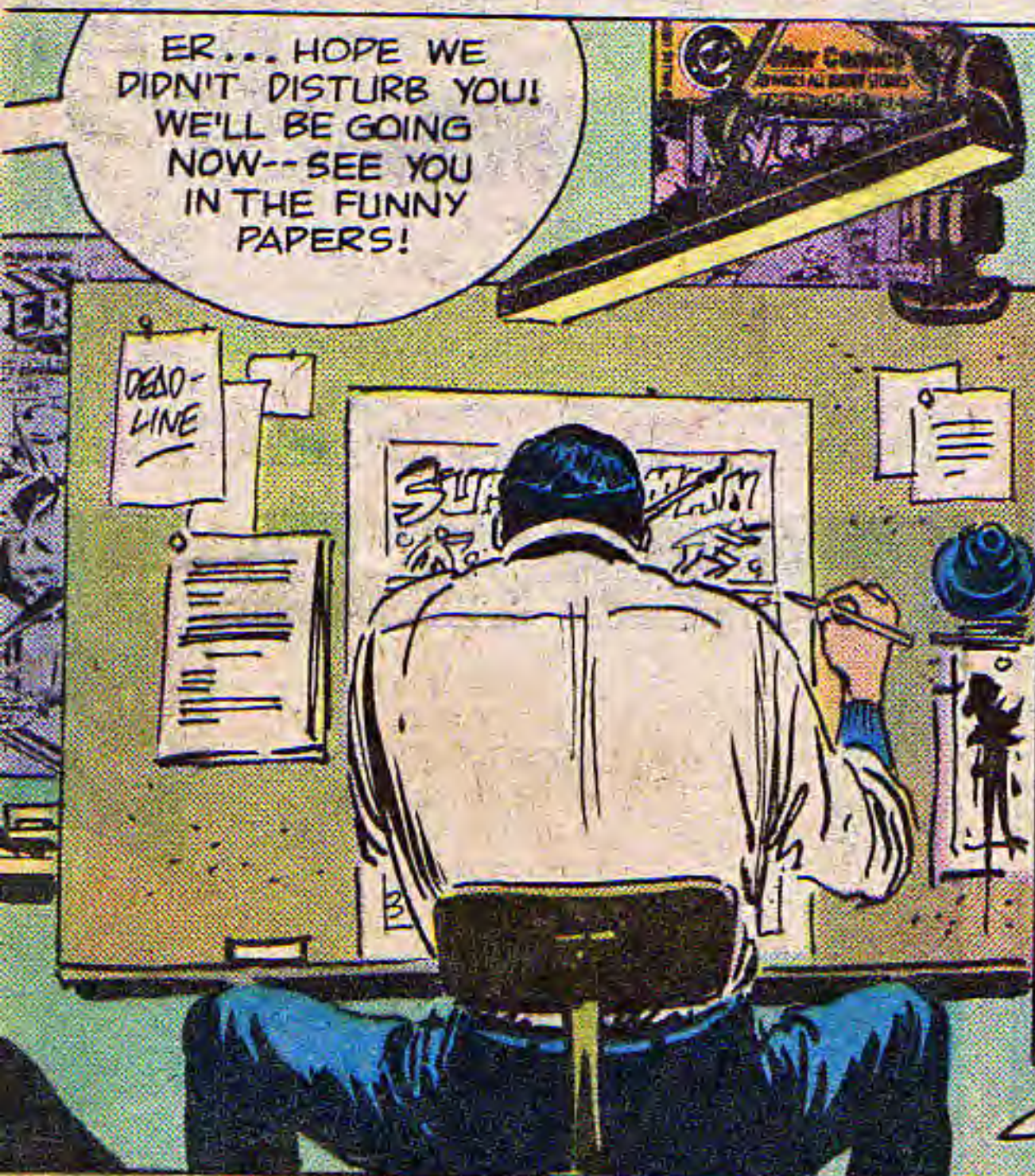
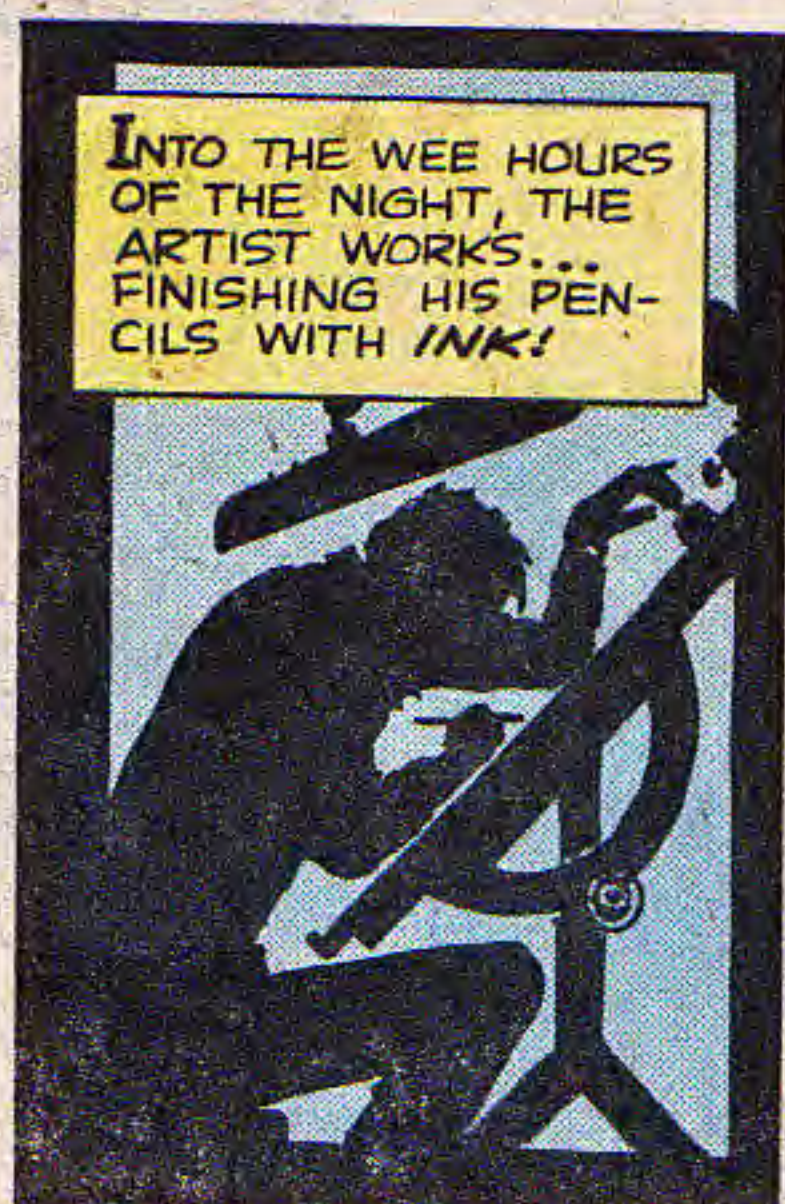
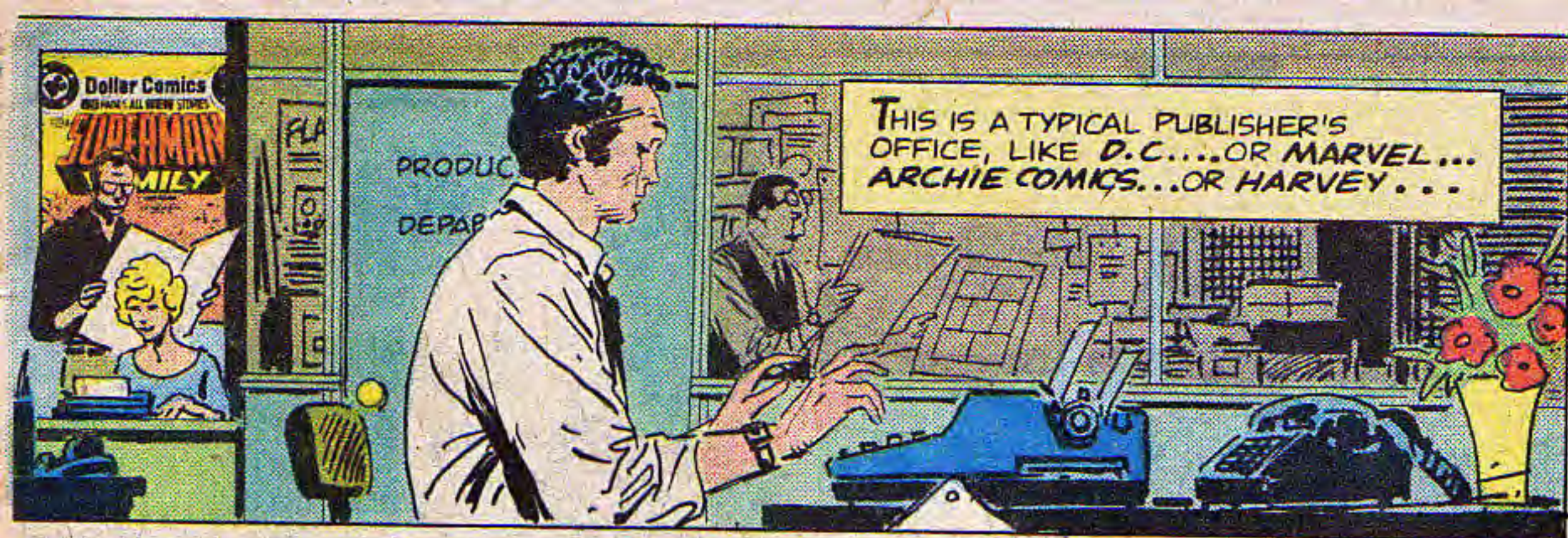


A MAGAZINE'S
CONTENTS MUST BE
READY **MONTHS**
BEFORE YOU, THE
PUBLIC, SEES
IT!

THIS
STACK OF
ORIGINAL ART,
WHICH COMPRISES
ONE MAGAZINE,
MUST GO THROUGH
THE PROCESS OF
ENGRAVING
PRINTING, AND
DISTRIBUTION!
AND THAT
TAKES
TIME!



...WHICH MEANS
CONSTANT DEAD-
LINE FOR
EDITORS,
ARTISTS, AND
WRITERS!

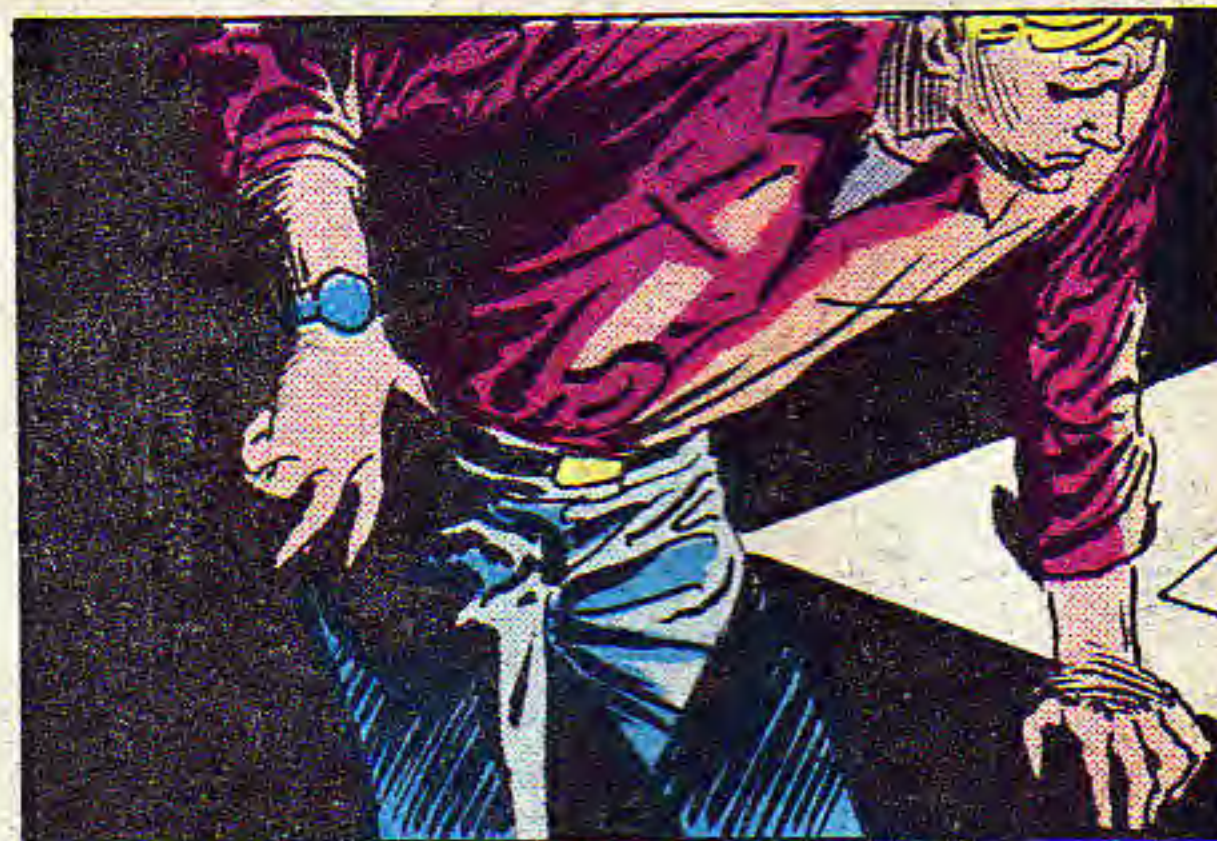


OUR PLANT
HERE IN, SPARTA,
ILLINOIS CONTAINS
MORE THAN
500,000 SQUARE
FEET OF SPACE...
HOUSING EVERY-
THING THAT'S
NECESSARY
TO PRINT
MAGAZINES!

ON JUNE 18,
1948, GROUND
WAS BROKEN FOR
CONSTRUCTION...
AND WE'VE BEEN
BUILDING AND
ADDING EVER
SINCE!



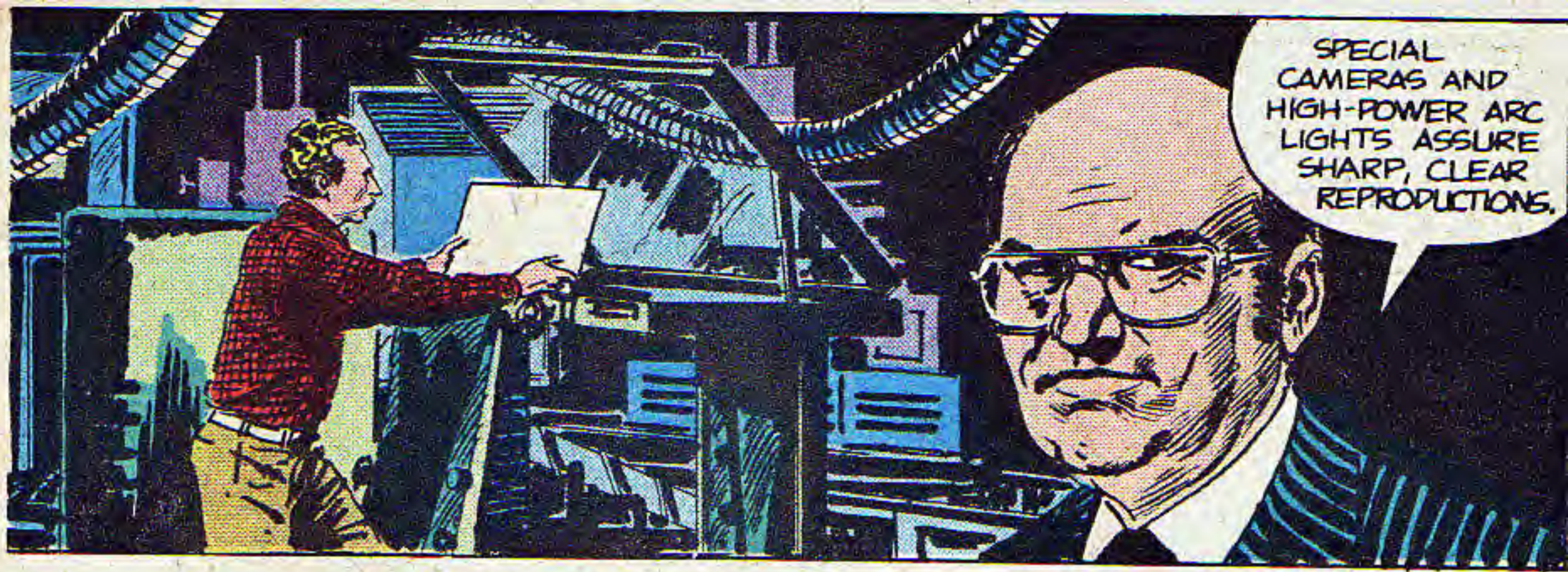
THE PHOTOGRAPHY
DEPARTMENT IS
FIRST TO PROCESS
THE ORIGINAL ART-
WORK...REDUCING IT
TO MAGAZINE SIZE.



AT THIS POINT, BLACK
AND WHITE PRINTS ARE
MADE FOR *COLORING*...
THEN TO BE ETCHED
ONTO *METAL PLATES*.

HERE YOU SEE A MAN
OPERATING A *ROUTER*,
WHICH CLEANS EXCESS
METAL OFF THE ENGRAVING.

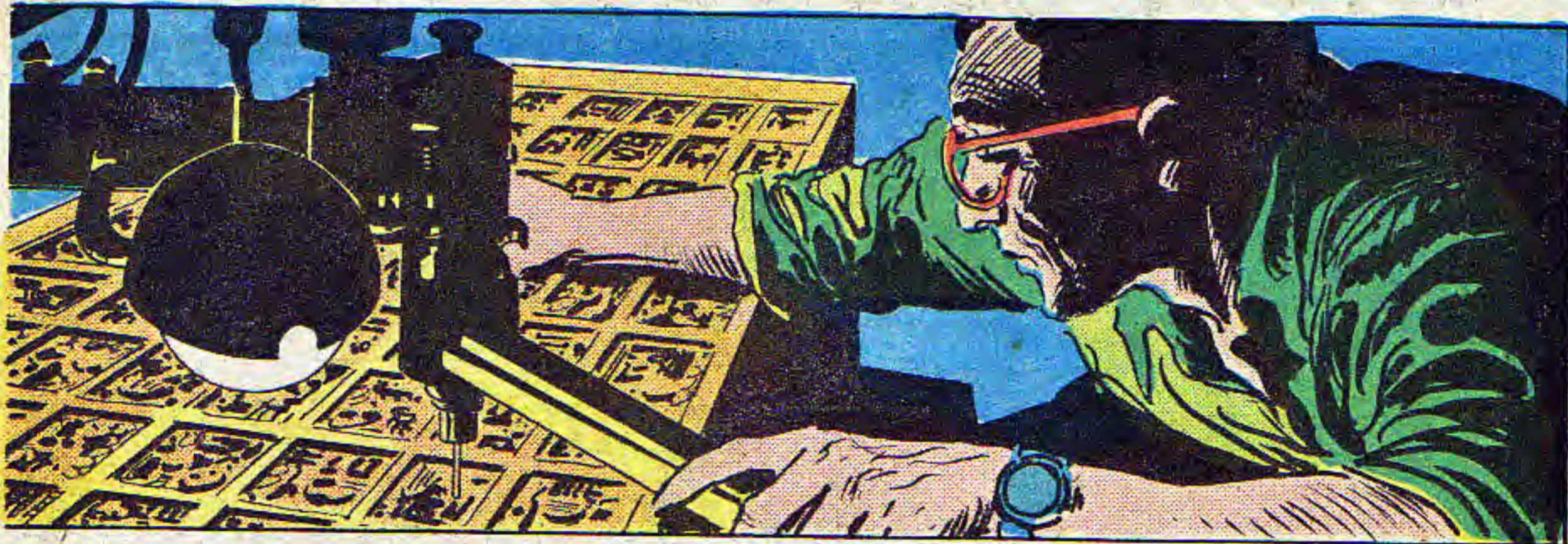
FINE HAND-TOOLING IS
DONE TO THE ENGRAVINGS
FOR FINAL CORRECTIONS...
TO MAKE CERTAIN THE
REPRODUCTIONS WILL BE
CLOSE AS POSSIBLE TO
THE ORIGINAL ARTWORK.



SPECIAL
CAMERAS AND
HIGH-POWER ARC
LIGHTS ASSURE
SHARP, CLEAR
REPRODUCTIONS.



DEVELOPED NEGATIVES ARE
THEN CHECKED OVER LIGHTED
TABLES THROUGH MAGNIFIED
VIEWERS...TO CATCH ANY
MISTAKES FOR CORRECTIONS.



DON'T WORK
TOO LATE, FELLA
...NIGHT WORK'S
BAD FOR THE
EYES!

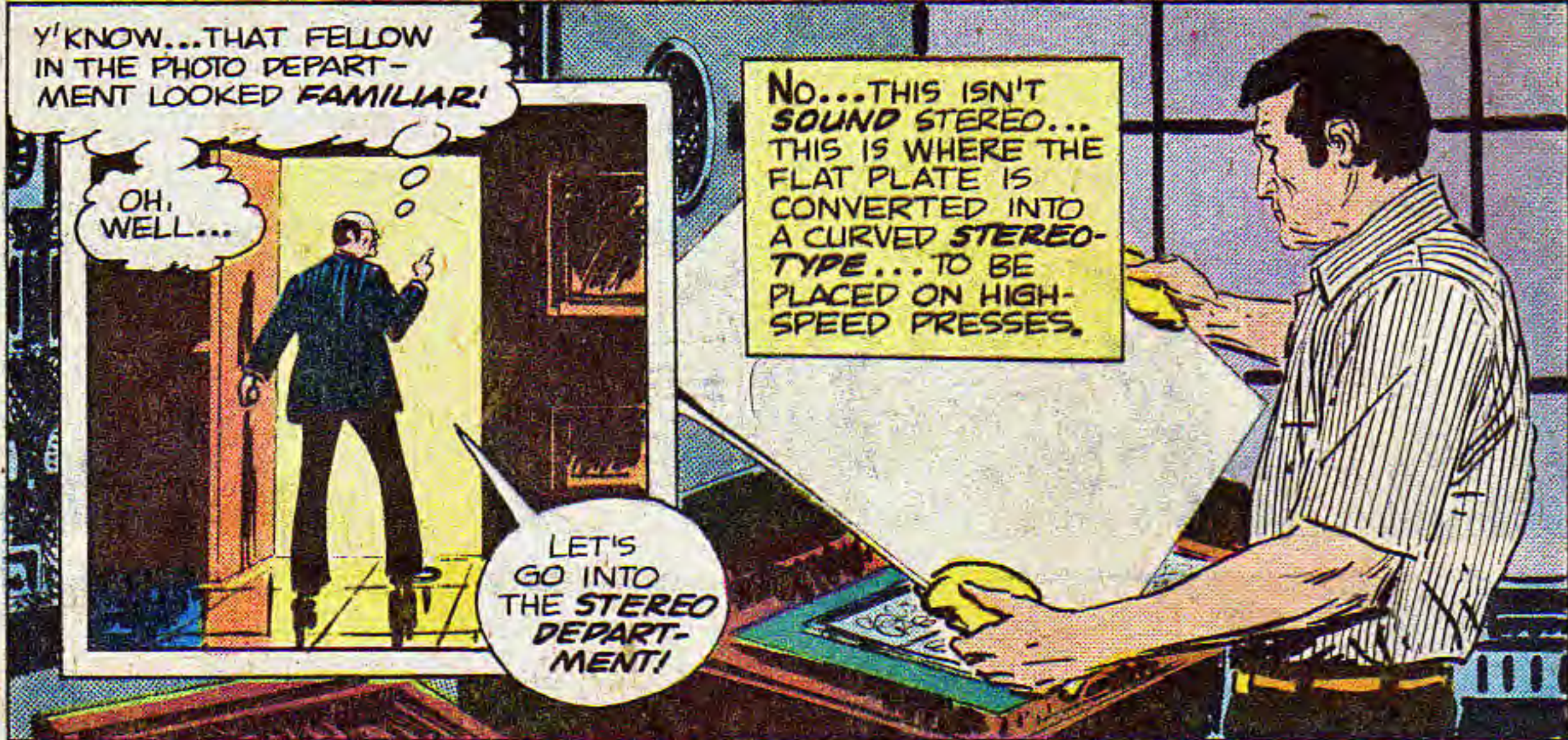
THAT'S
OKAY, JIM...
I *LIKE*
NIGHTWORK!

Y'KNOW...THAT FELLOW
IN THE PHOTO DEPART-
MENT LOOKED **FAMILIAR!**

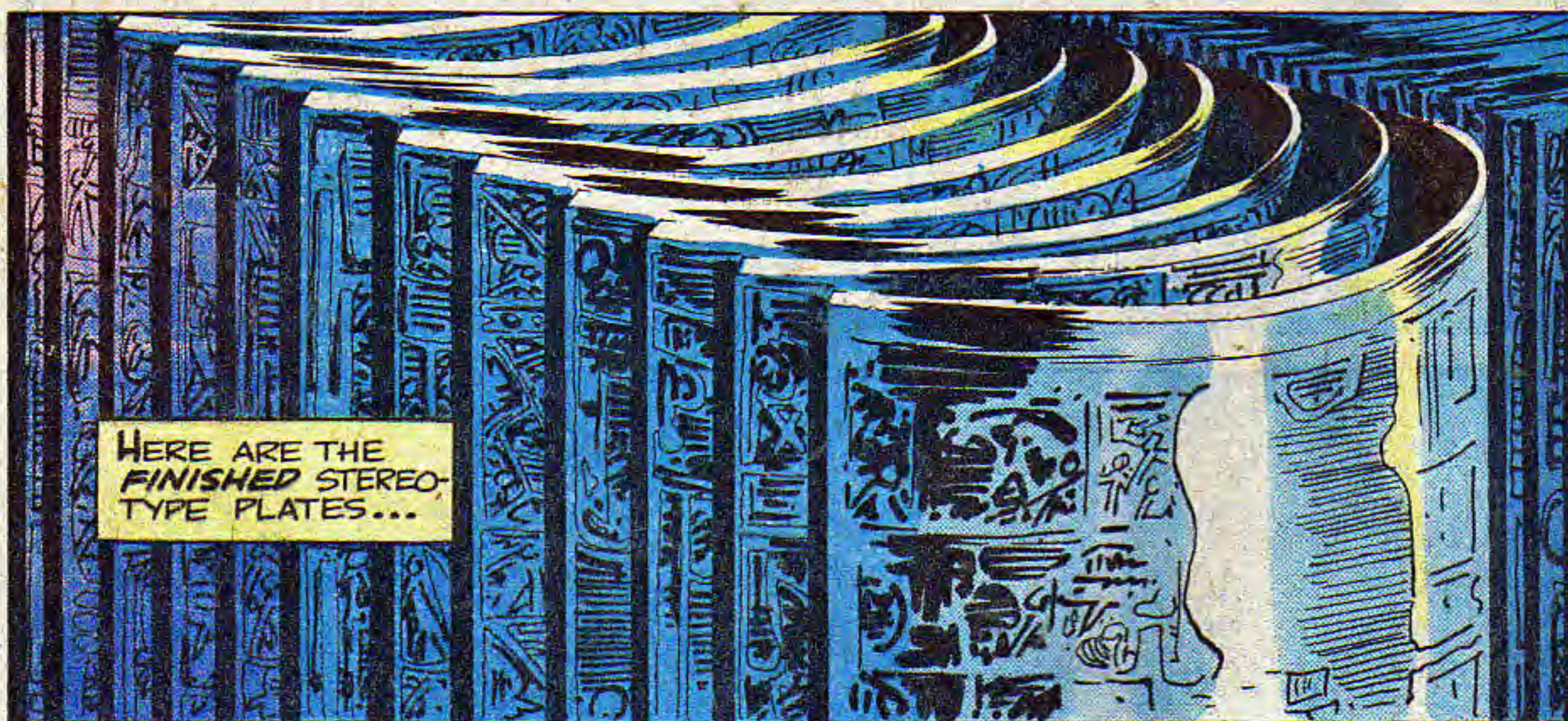
OH,
WELL...

LET'S
GO INTO
THE **STEREO**
DEPART-
MENT!

NO...THIS ISN'T
SOUND STEREO...
THIS IS WHERE THE
FLAT PLATE IS
CONVERTED INTO
A CURVED **STEREO-**
TYPE...TO BE
PLACED ON HIGH-
SPEED PRESSES.

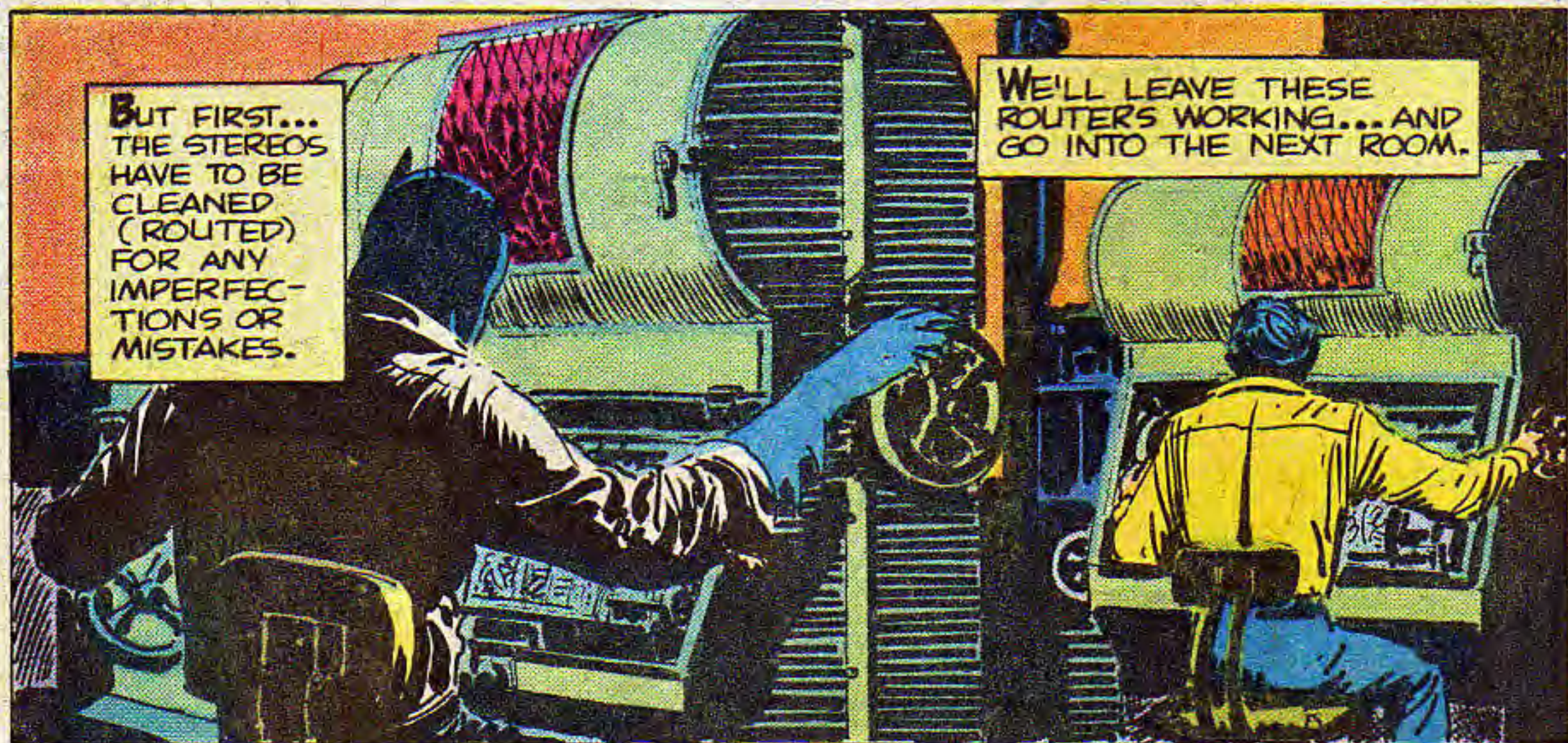



HERE ARE THE
FINISHED STEREO-
TYPE PLATES...




BUT FIRST...
THE STEREOS
HAVE TO BE
CLEANED
(ROUTED)
FOR ANY
IMPERFEC-
TIONS OR
MISTAKES.

WE'LL LEAVE THESE
ROUTERS WORKING...AND
GO INTO THE NEXT ROOM.



A close-up illustration of a person's hands applying a yellow, textured matrix to a large, rotating metal cylinder. The person is wearing a yellow long-sleeved shirt. The cylinder is part of a larger industrial machine.

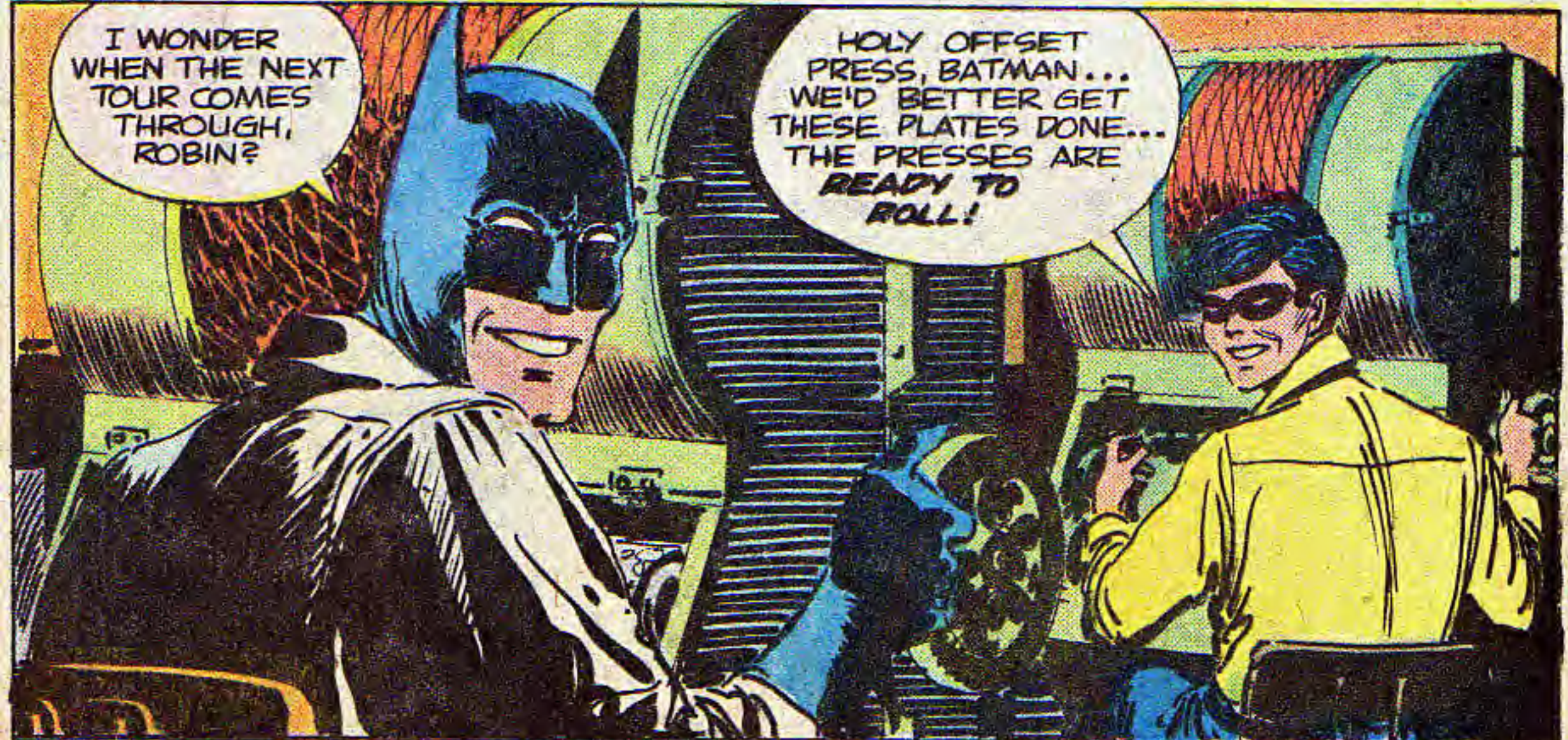
A MATRIX (MAT), A
CARDBOARD LIKE
SUBSTANCE IS APPLIED
TO THE ORIGINAL
PLATE... MOULDED
INTO A CYLINDER.

A person in a light blue shirt and dark apron is working in a factory setting. They are holding a long rod or wire, likely for plating a cylinder. The background shows industrial machinery and a bright light source.

...THEN THE
STEREO IS PLATED
TO MAKE A
HARDER SURFACE
FOR THE PRINTING
PROCESS...

A large, curved metal printing plate is shown, featuring a detailed illustration of a person's face. The plate is mounted on a complex industrial frame with various mechanical components.

ALMOST READY TO
BE LOCKED INTO
THE PRESSES.

Batman and Robin are in a printing plant. Batman, on the left, is wearing his iconic suit and mask, smiling. Robin, on the right, is wearing a yellow jacket and sunglasses, also smiling. They are standing in front of large industrial printing equipment.

I WONDER
WHEN THE NEXT
TOUR COMES
THROUGH,
ROBIN?

HOLY OFFSET
PRESS, BATMAN...
WE'D BETTER GET
THESE PLATES DONE...
THE PRESSES ARE
**READY TO
ROLL!**

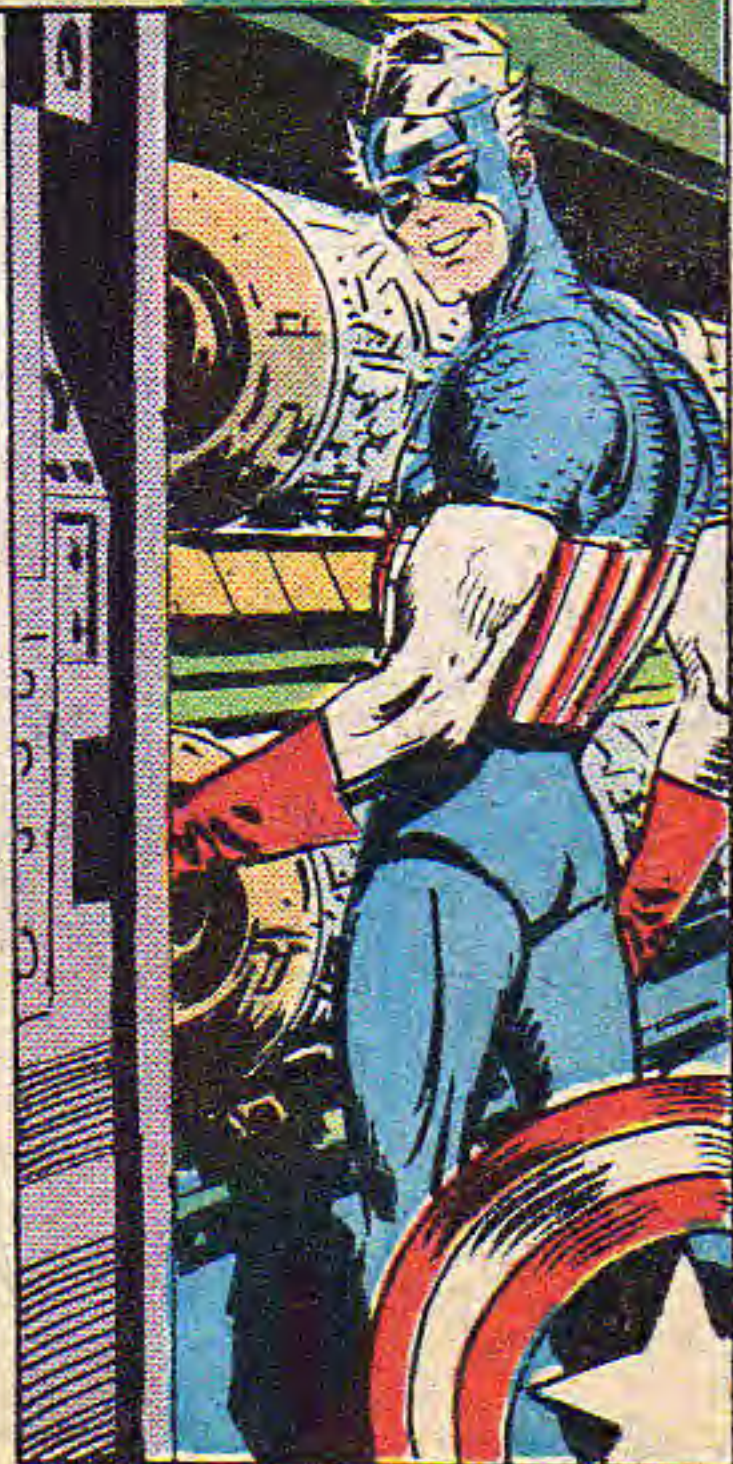
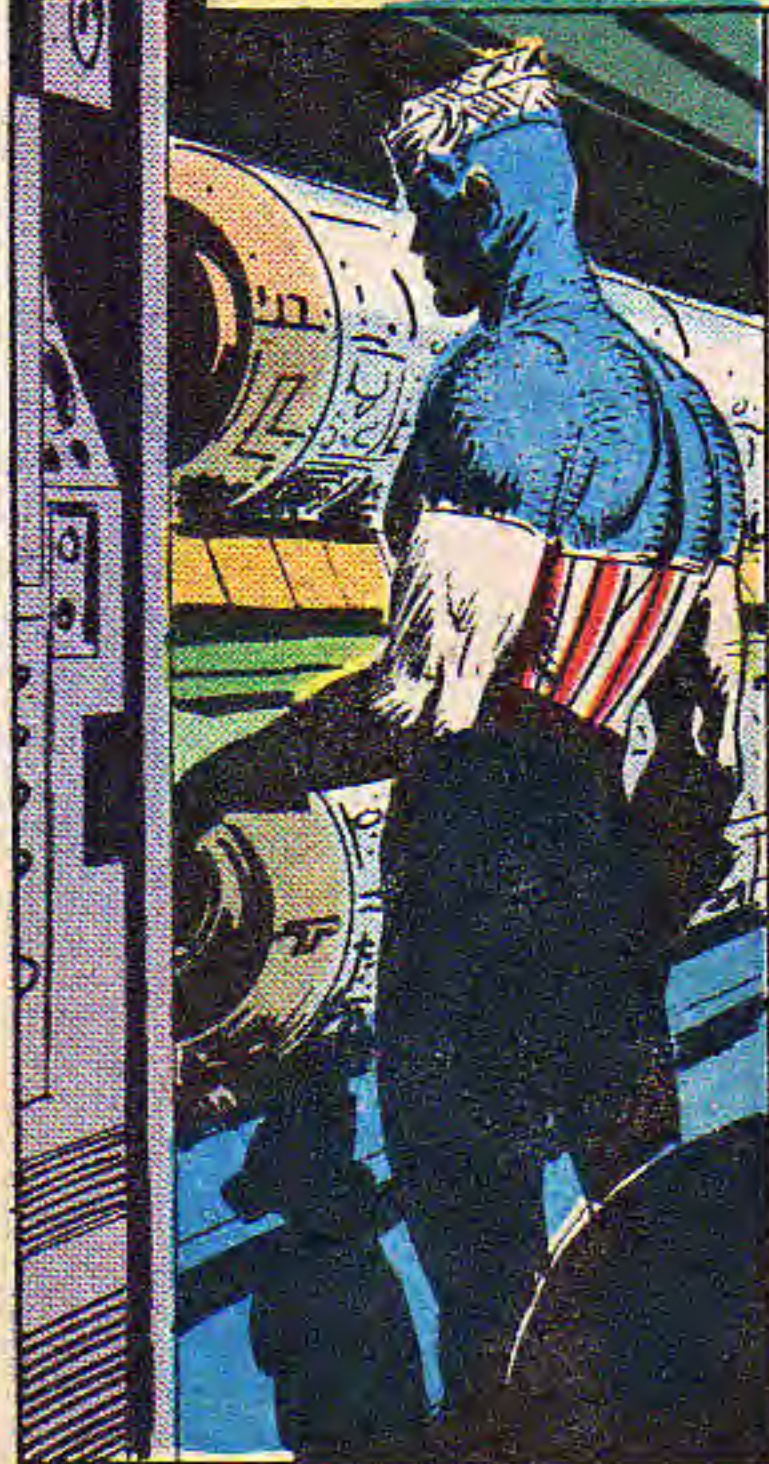
THESE ARE THE SPECIALLY
DESIGNED GIANT PRESSES
USED TO TURN OUT THE
VARIOUS MAGAZINES ON
YOUR NEWSTAND.

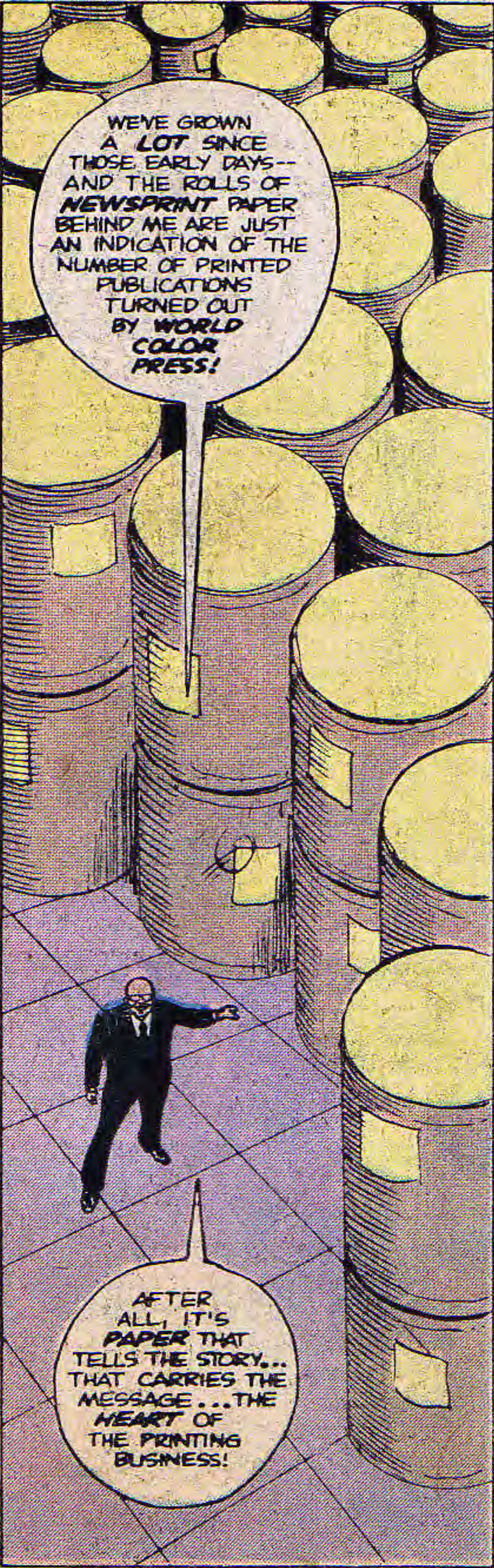
HUNDREDS
OF DIFFERENT
MAGAZINES ARE
PRINTED HERE...
IN THE FORM OF
**MILLIONS UPON
MILLIONS** OF
COPIES!

EVERY
YEAR, THESE
PROCESSES ARE
IMPROVED UPON...
IN AN ATTEMPT TO
CONTINUALLY
RAISE THE
QUALITY
LEVEL.

THE PRESSMAN (THAT "INK-DEVIL'S" CAP HE'S
WEARING PROBABLY DATES BACK TO GUTTENBERG)
IS LOCKING THE STEREOS INTO THEIR POSITIONS.

LET'S STOP HERE... AND
HAVE A LOOK AT THIS
**WORLD COLOR FAMILY
ALBUM!** IT'S A TRIP INTO
THE PAST... THE STORY
OF HOW IT ALL
BEGAN!

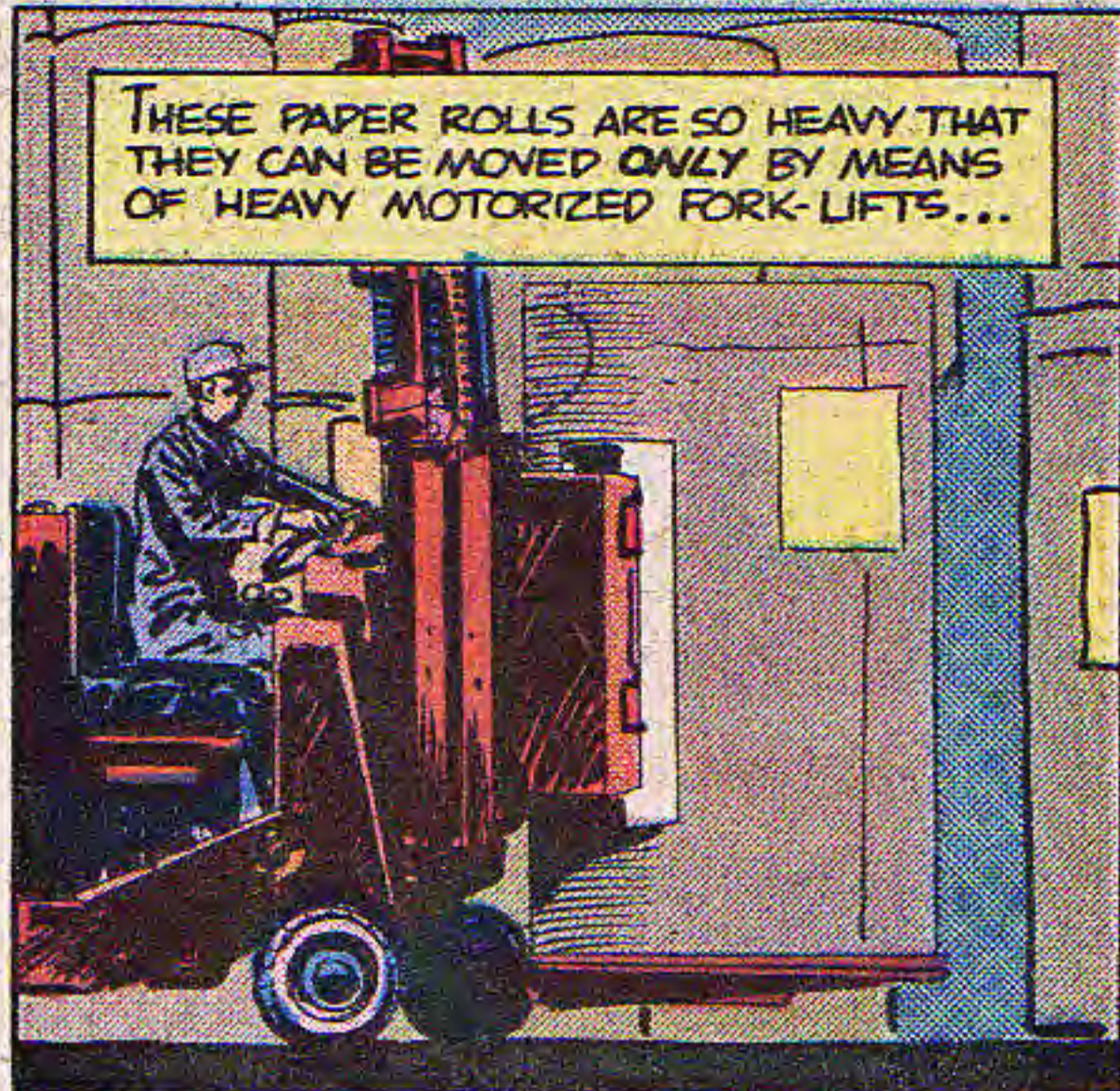




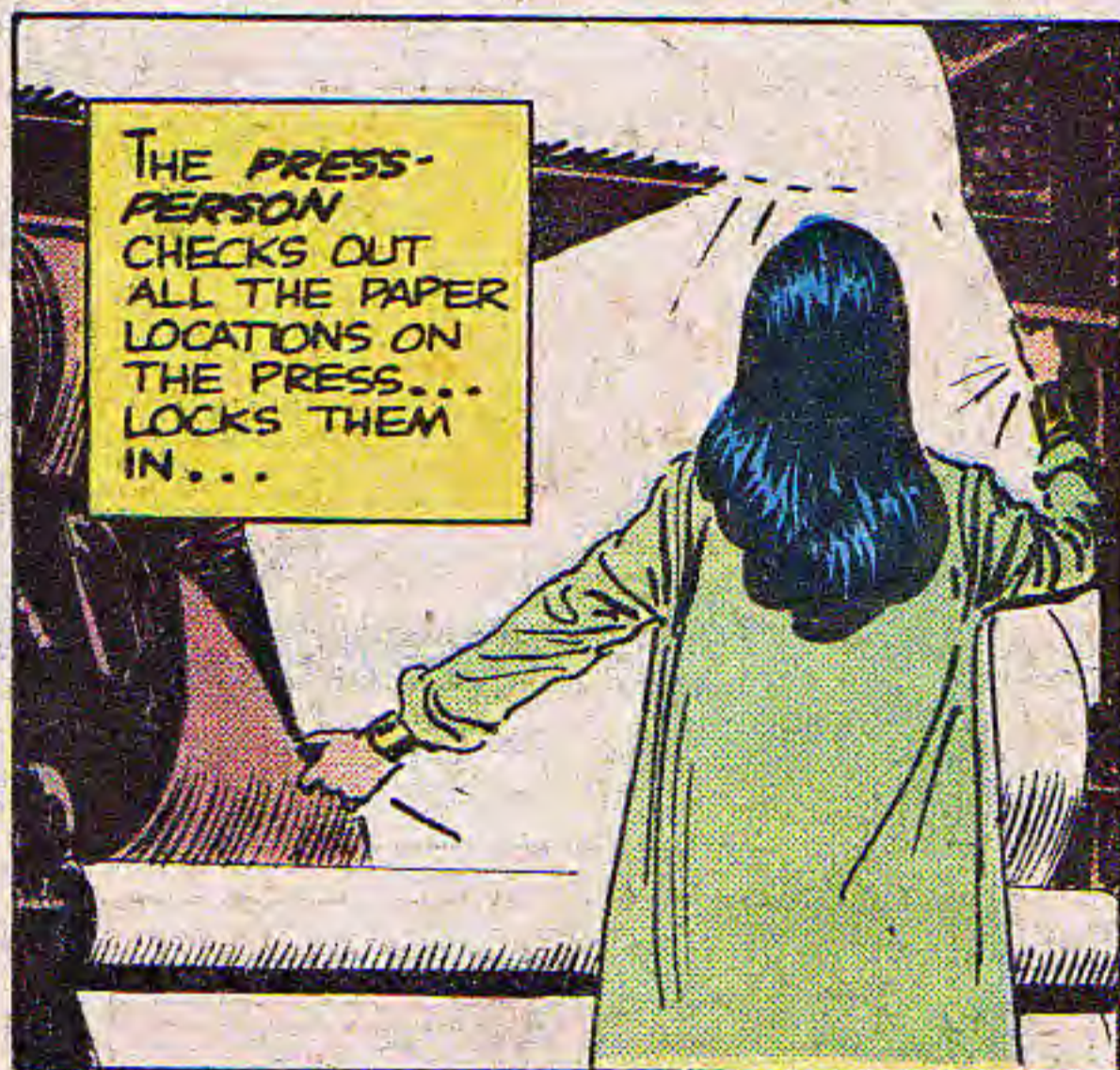
WE'VE GROWN
A LOT SINCE
THOSE EARLY DAYS--
AND THE ROLLS OF
NEWSPRINT PAPER
BEHIND ME ARE JUST
AN INDICATION OF THE
NUMBER OF PRINTED
PUBLICATIONS
TURNED OUT
BY **WORLD
COLOR
PRESS!**

AFTER
ALL, IT'S
PAPER THAT
TELLS THE STORY...
THAT CARRIES THE
MESSAGE...THE
HEART OF
THE PRINTING
BUSINESS!

THESE PAPER ROLLS ARE SO HEAVY THAT
THEY CAN BE MOVED ONLY BY MEANS
OF HEAVY MOTORIZED FORK-LIFTS...



THE **PRESS-
PERSON**
CHECKS OUT
ALL THE PAPER
LOCATIONS ON
THE PRESS...
LOCKS THEM
IN...

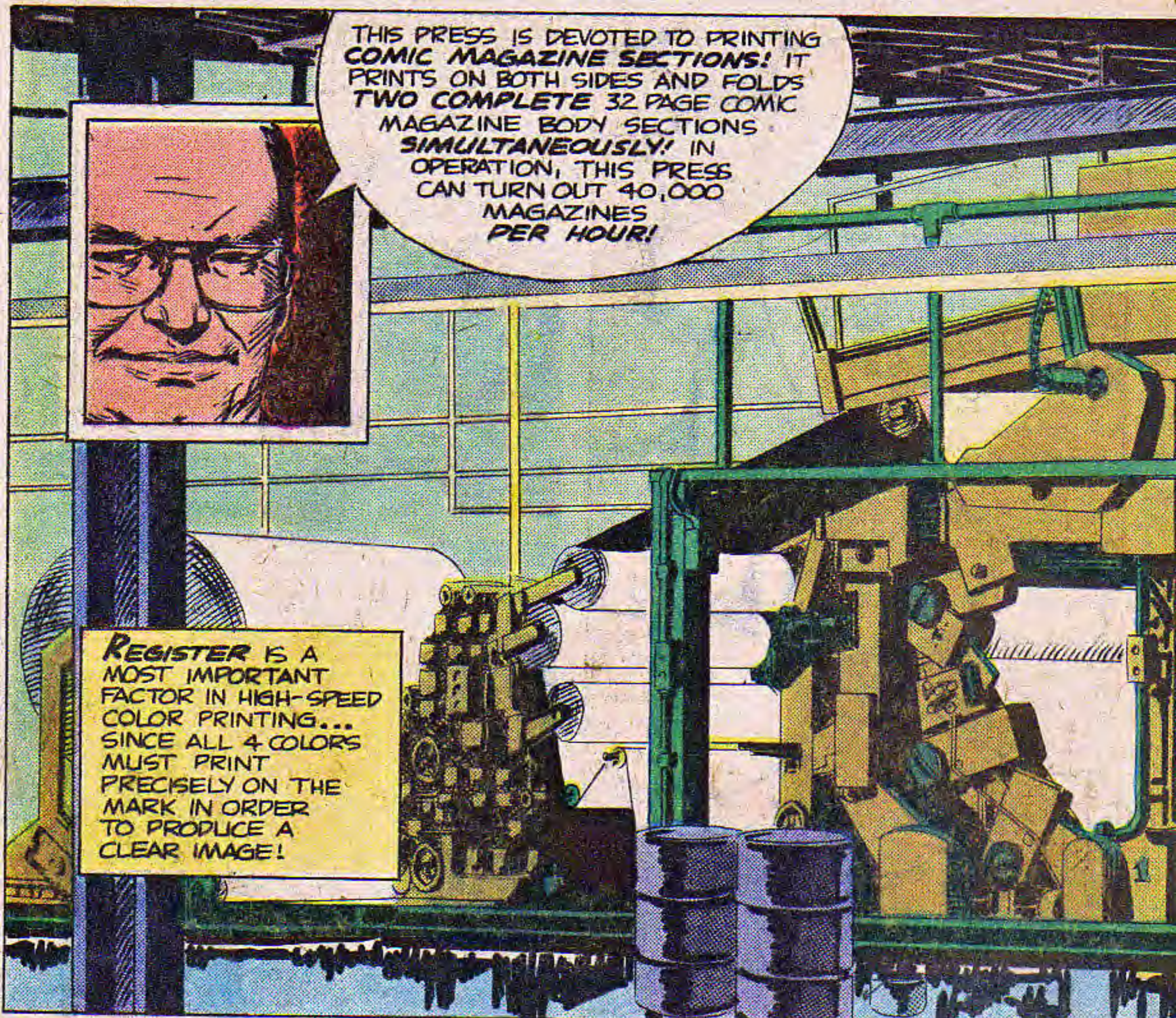


...AND
WE'RE
**READY TO
ROLL!**

SAY, MISS...YOU SEEM TO
KNOW YOUR WORK PRETTY
THOROUGHLY! HOW LONG HAVE
YOU BEEN ON THE JOB?

OH,
I'VE BEEN
AROUND QUITE
AWHILE, MR.
BRODERICK.





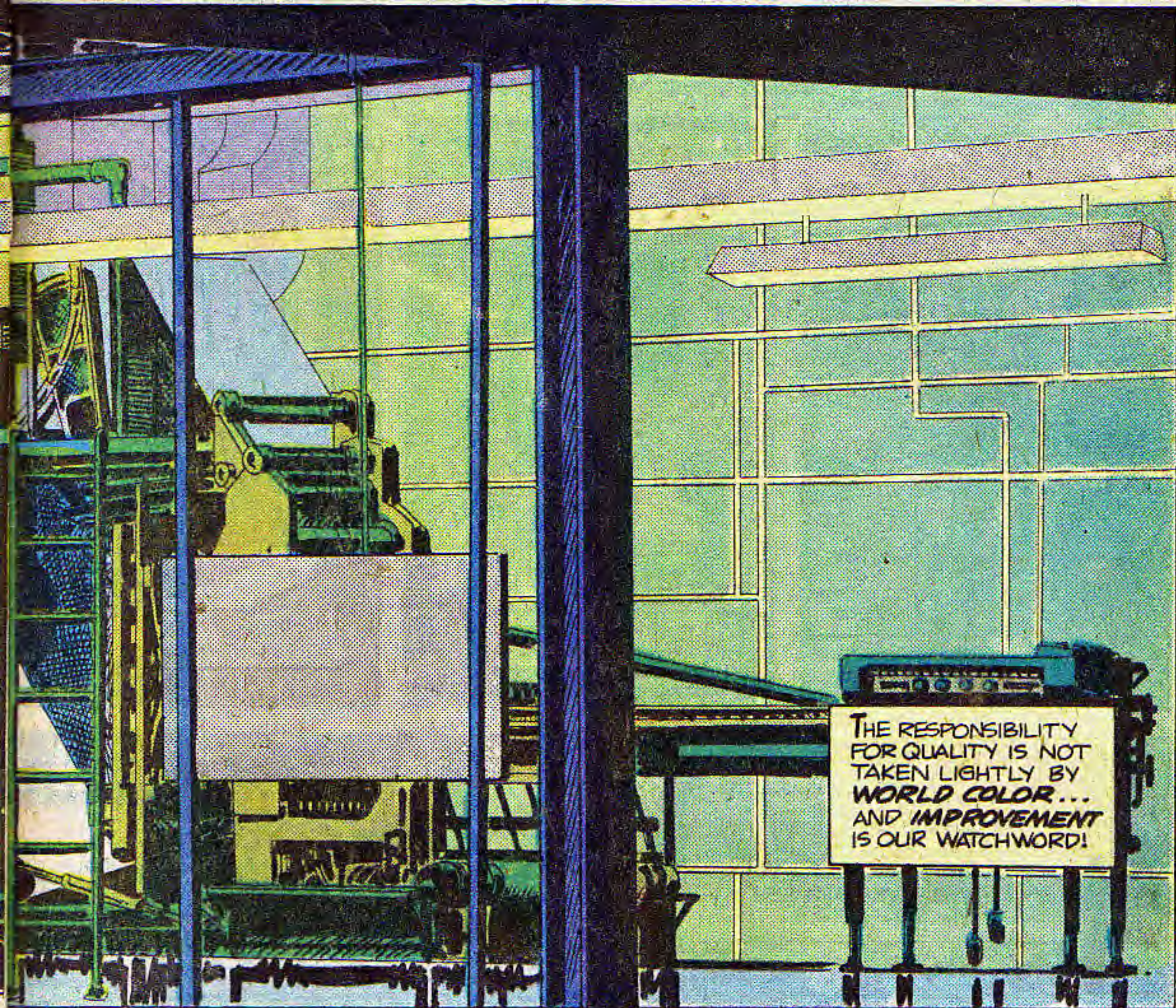
THIS PRESS IS DEVOTED TO PRINTING **COMIC MAGAZINE SECTIONS!** IT PRINTS ON BOTH SIDES AND FOLDS **TWO COMPLETE 32 PAGE COMIC MAGAZINE BODY SECTIONS SIMULTANEOUSLY!** IN OPERATION, THIS PRESS CAN TURN OUT **40,000 MAGAZINES PER HOUR!**



REGISTER IS A MOST IMPORTANT FACTOR IN HIGH-SPEED COLOR PRINTING... SINCE ALL 4 COLORS MUST PRINT PRECISELY ON THE MARK IN ORDER TO PRODUCE A CLEAR IMAGE!

A SENIOR PRESS MAN STANDS ON AN ELEVATED PLATFORM AND ORCHESTRATES THE ENTIRE OPERATION...

AT THE PRESS SPOUT, PRINTED COPIES ARE ISSUED, READY FOR THE **BINDING** PROCESS...



THE RESPONSIBILITY
FOR QUALITY IS NOT
TAKEN LIGHTLY BY
WORLD COLOR...
AND **IMPROVEMENT**
IS OUR WATCHWORD!



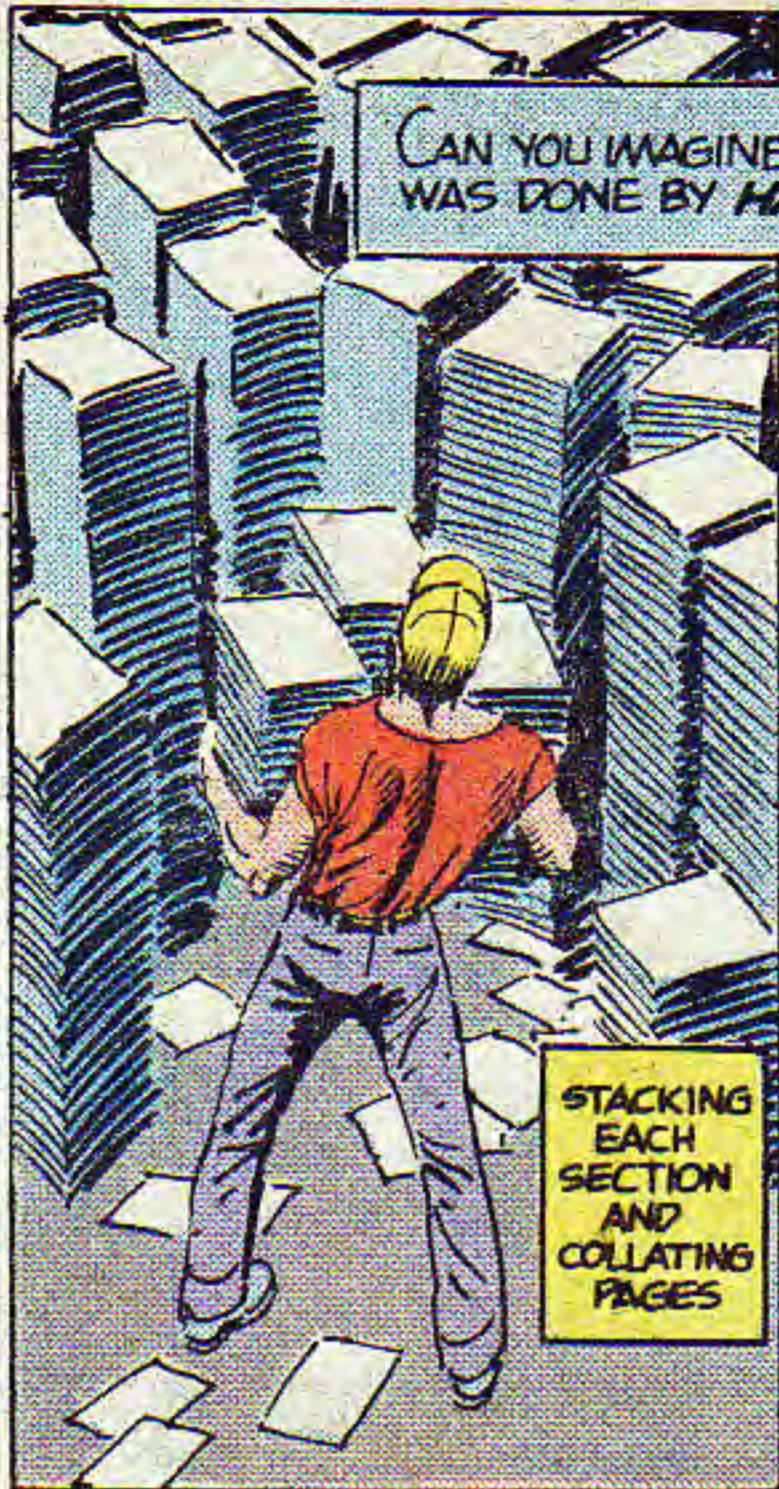
MAGAZINES ARE
STACKED...
PREPARED TO BE
RUN THROUGH
THE **STAPLING**
MACHINES
(BINDING).



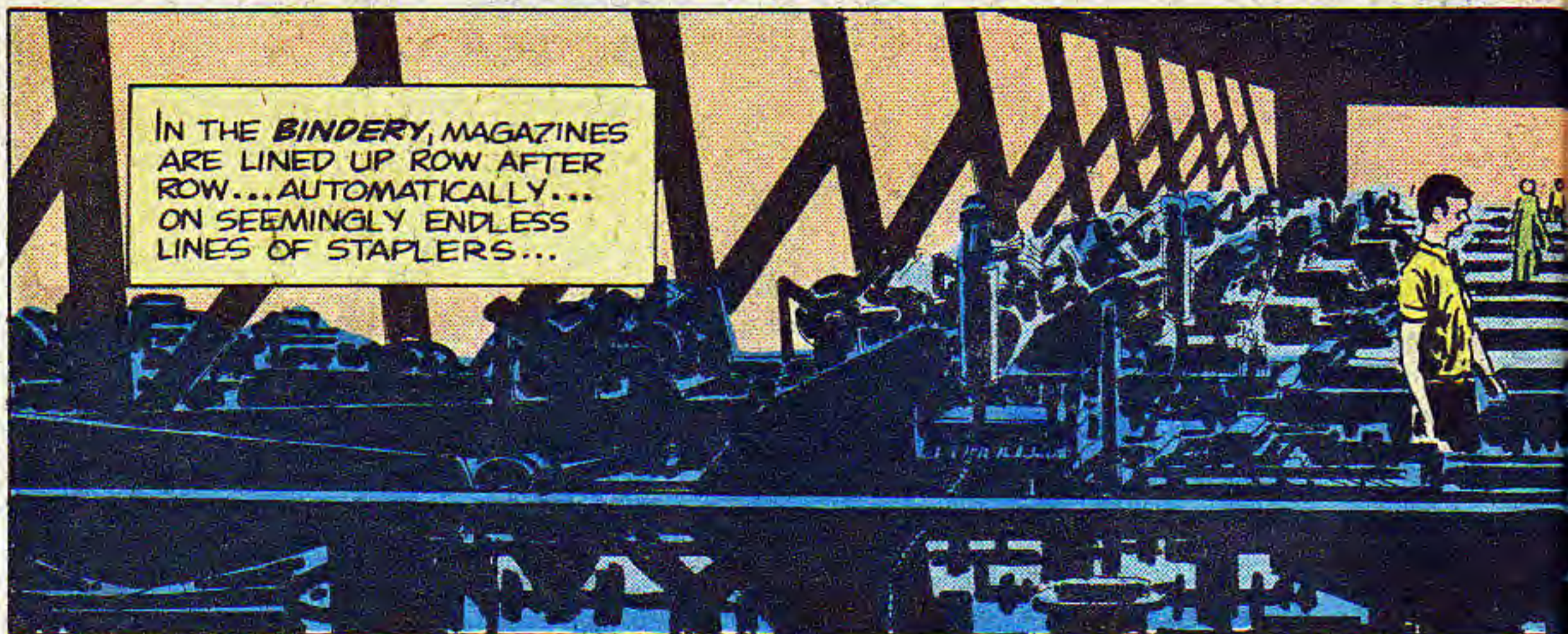
ARE YOU
SURE YOU CAN
HANDLE THAT
STACK? NOT
TOO HEAVY,
IS IT?

NO PROBLEM
JIM!

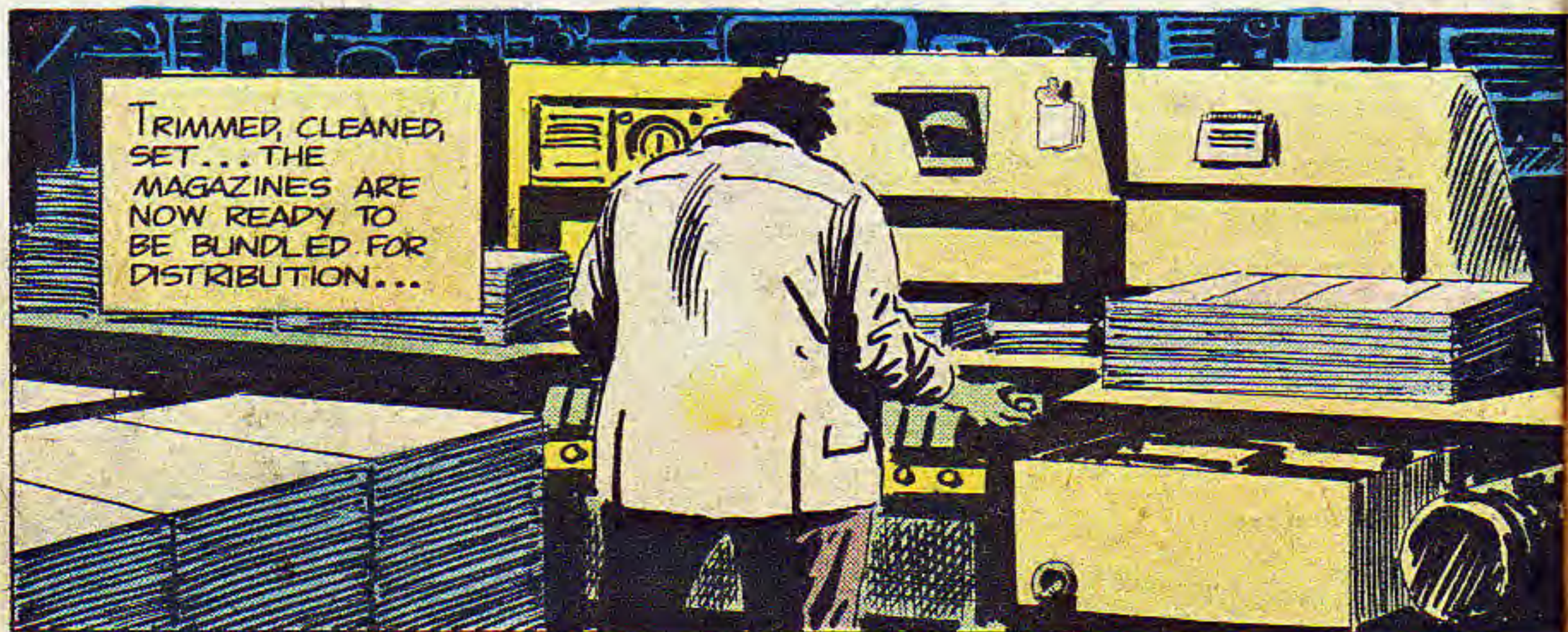
CAN YOU IMAGINE WHAT WOULD HAPPEN IF THE FOLLOWING PROCEDURE WAS DONE BY *HAND*? ASIDE FROM THE PROBLEM OF DELIVERY TIME...



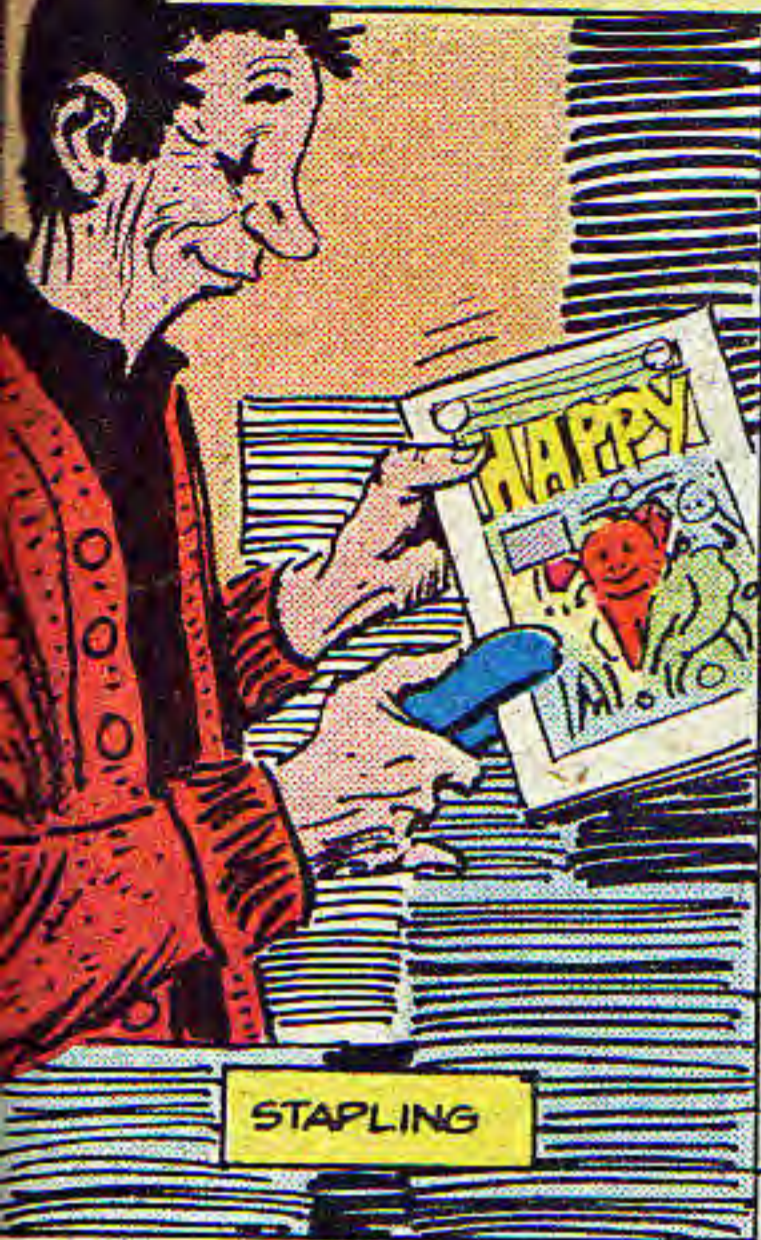
IN THE *BINDERY*, MAGAZINES ARE LINED UP ROW AFTER ROW... AUTOMATICALLY... ON SEEMINGLY ENDLESS LINES OF STAPLERS...



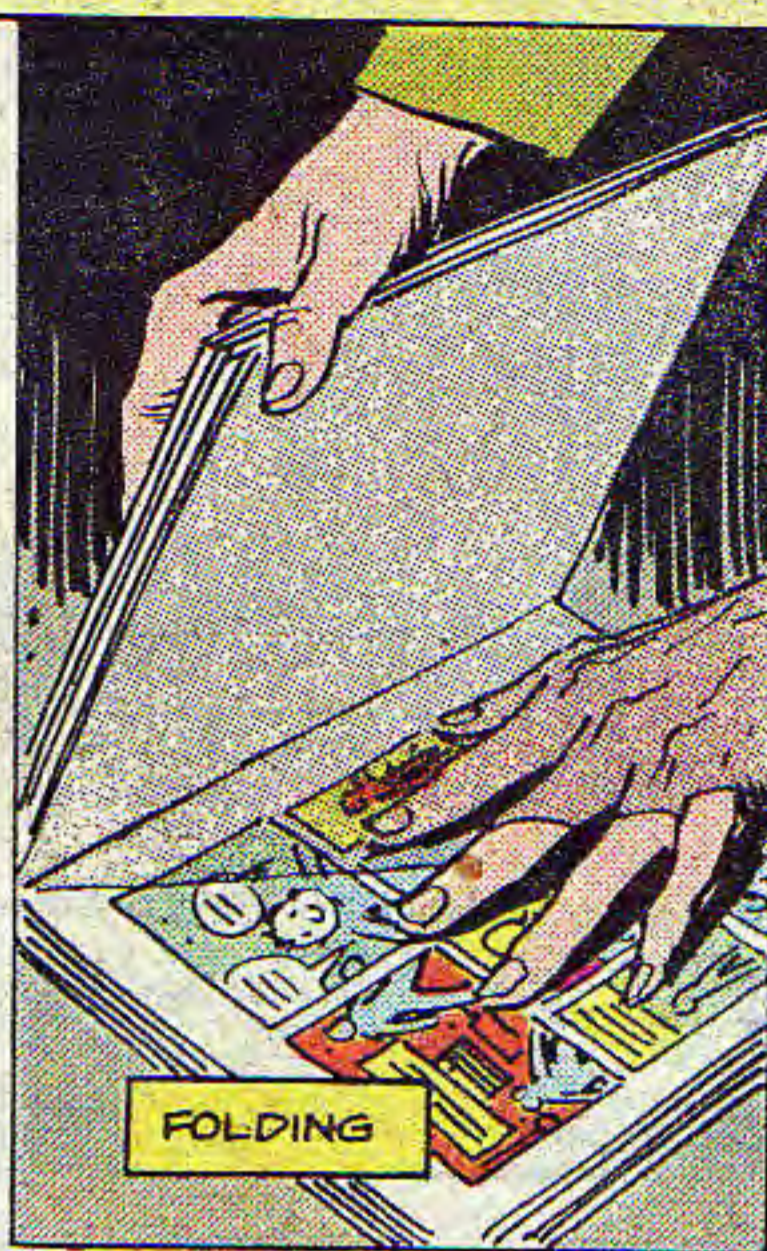
TRIMMED, CLEANED, SET... THE MAGAZINES ARE NOW READY TO BE BUNDLED FOR DISTRIBUTION...



...THE **COST** WOULD BE PROHIBITIVE! INDEED, IT'D BE QUESTIONABLE AS TO THE POSSIBILITY OF **EVER** COMPLETING A MAGAZINE... ON A MONTHLY BASIS.



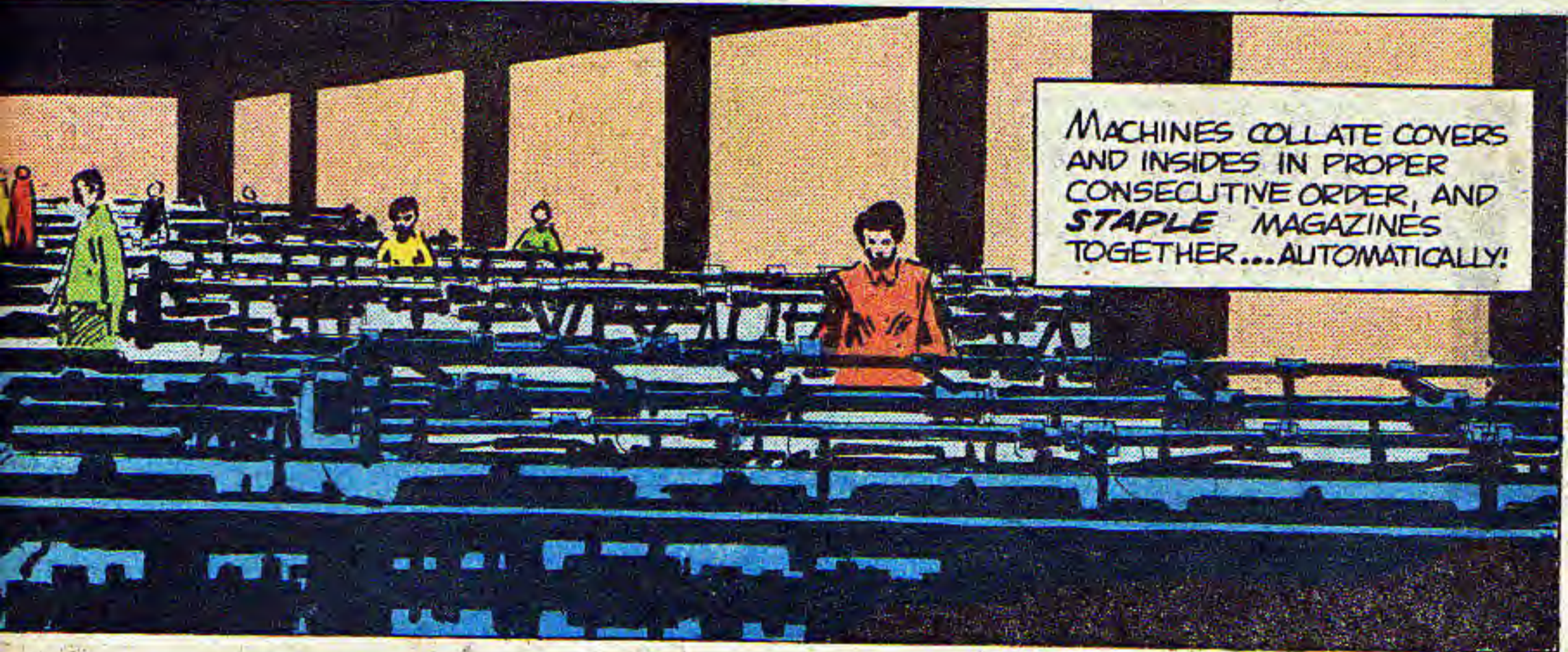
STAPLING



FOLDING



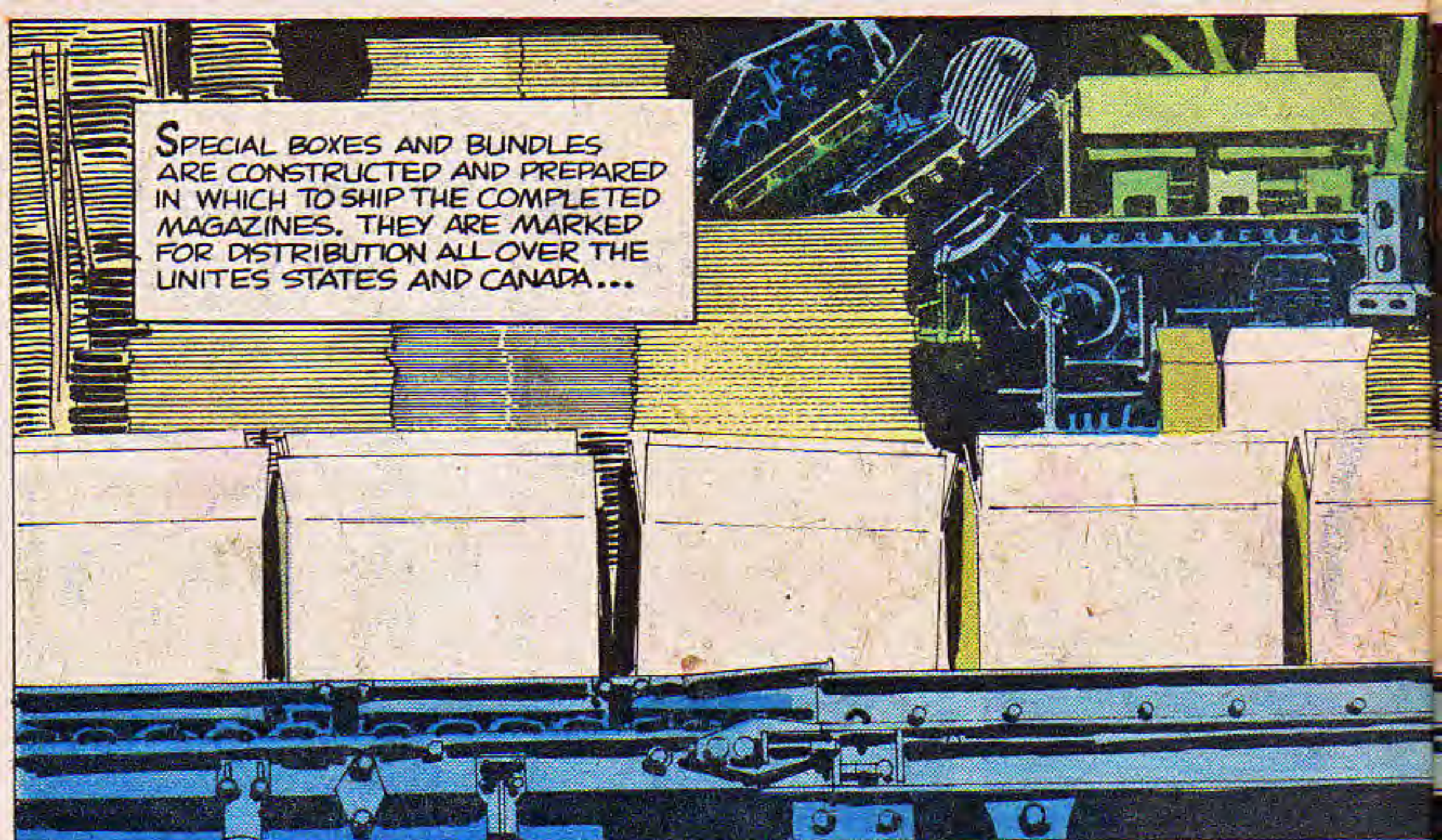
RE-STACKING



MACHINES COLLATE COVERS AND INSIDES IN PROPER CONSECUTIVE ORDER, AND **STAPLE** MAGAZINES TOGETHER...AUTOMATICALLY!

SAY... BETTER WATCH YOURSELF ON THAT **TRIMMER**. IT'S NOT FOR PARING **FINGER-NAILS**, Y'KNOW.





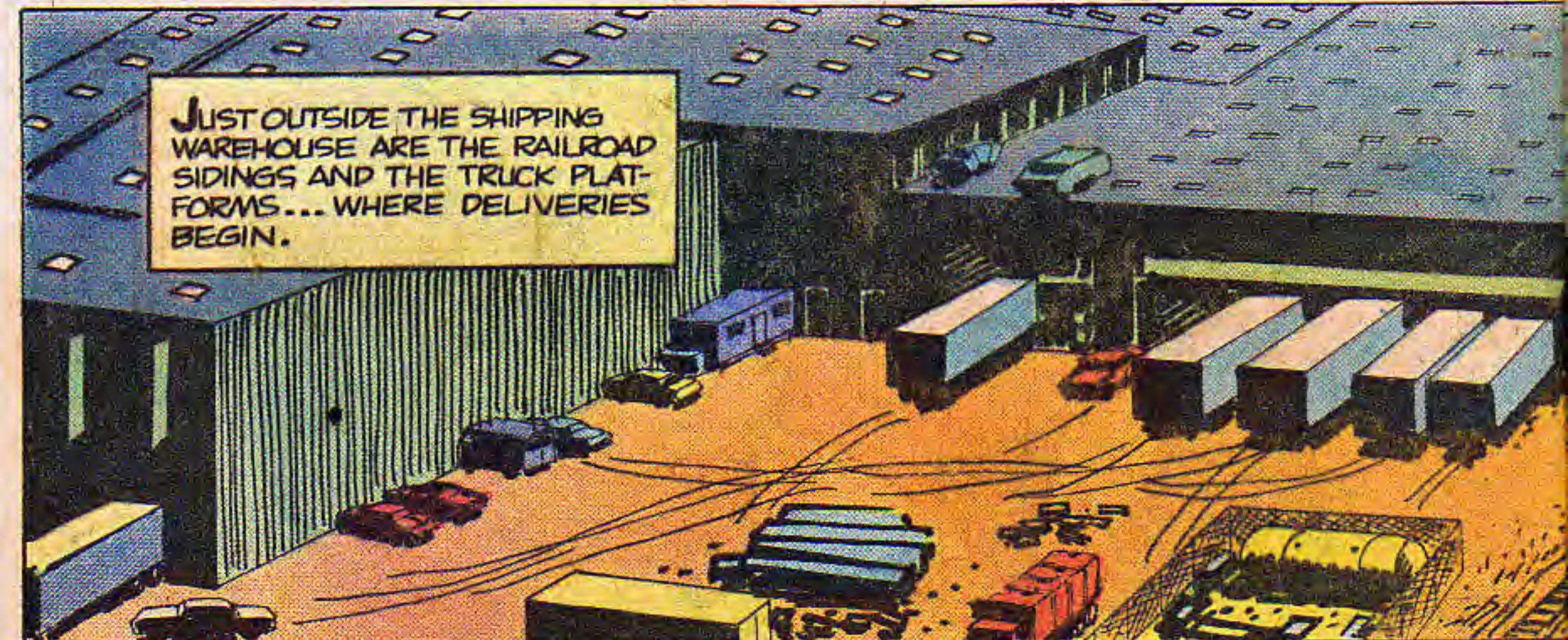
SPECIAL BOXES AND BUNDLES
ARE CONSTRUCTED AND PREPARED
IN WHICH TO SHIP THE COMPLETED
MAGAZINES. THEY ARE MARKED
FOR DISTRIBUTION ALL OVER THE
UNITES STATES AND CANADA...



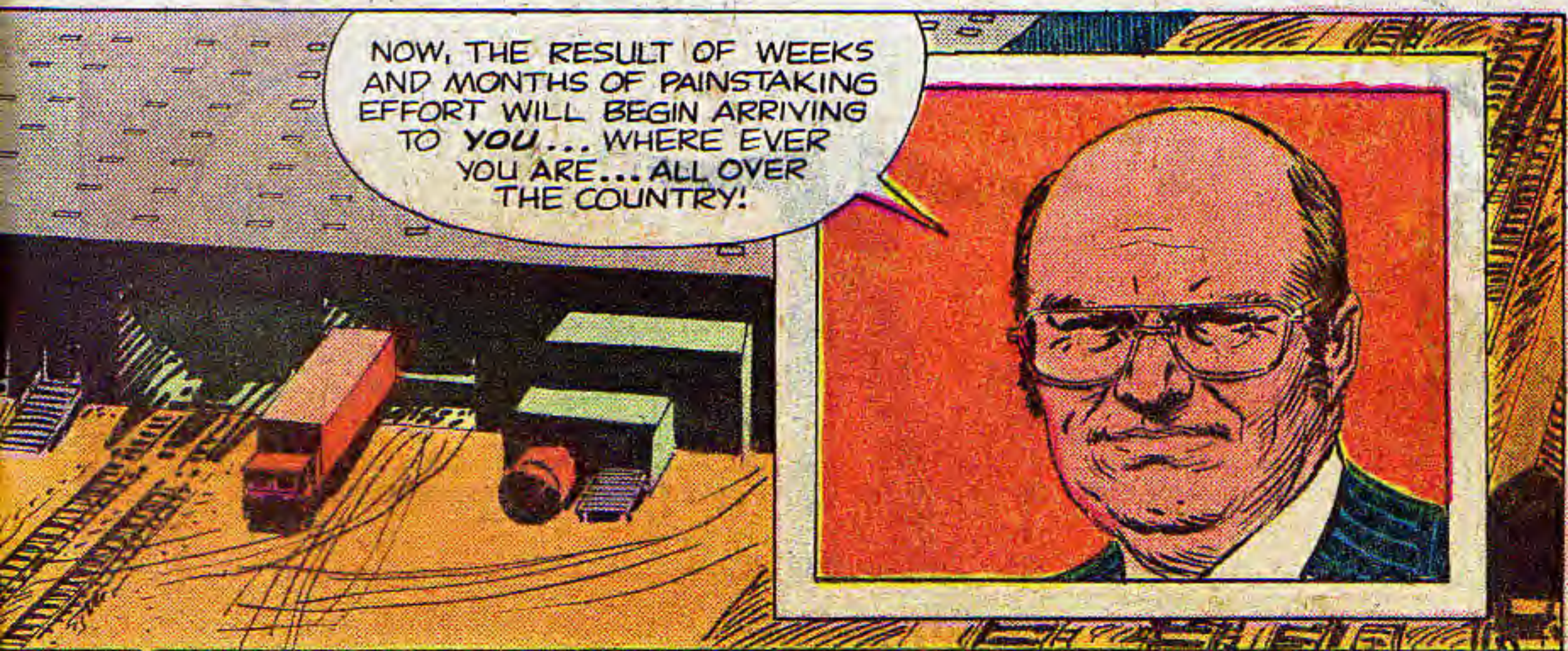
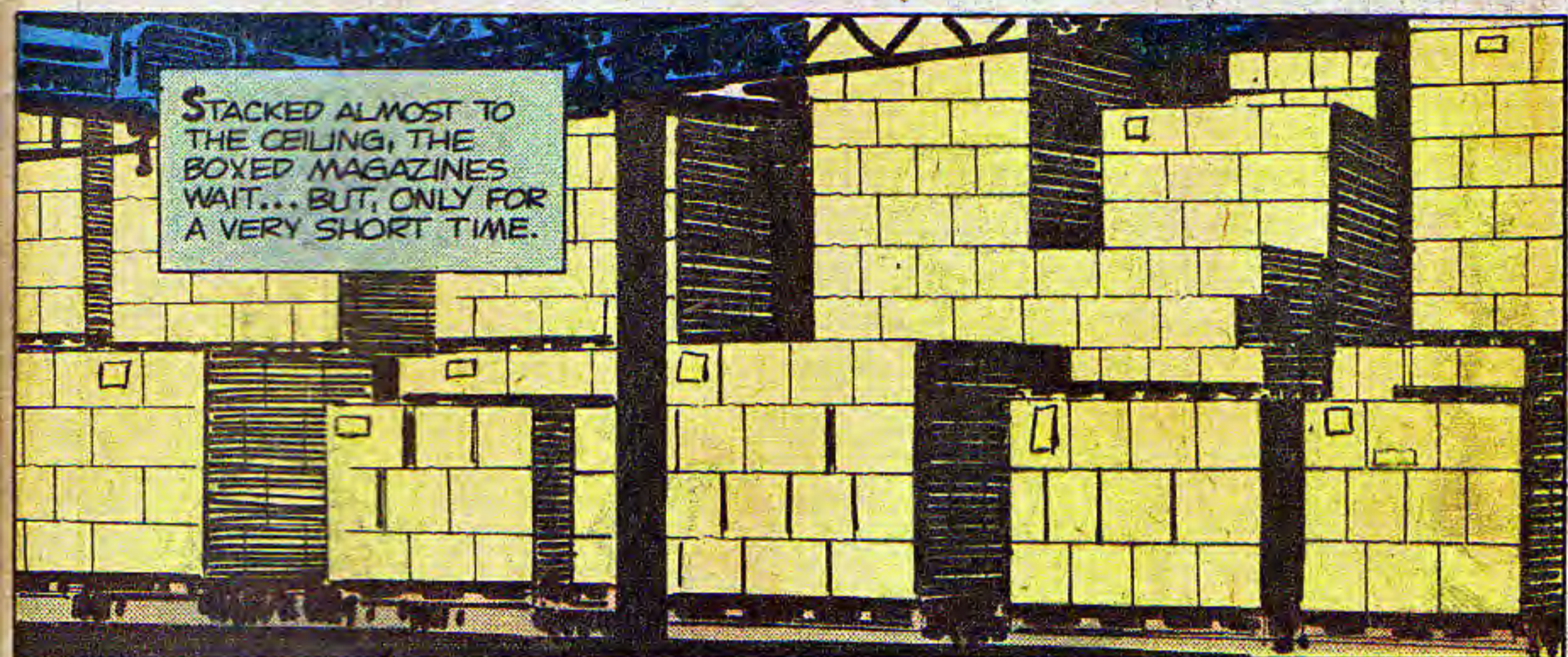
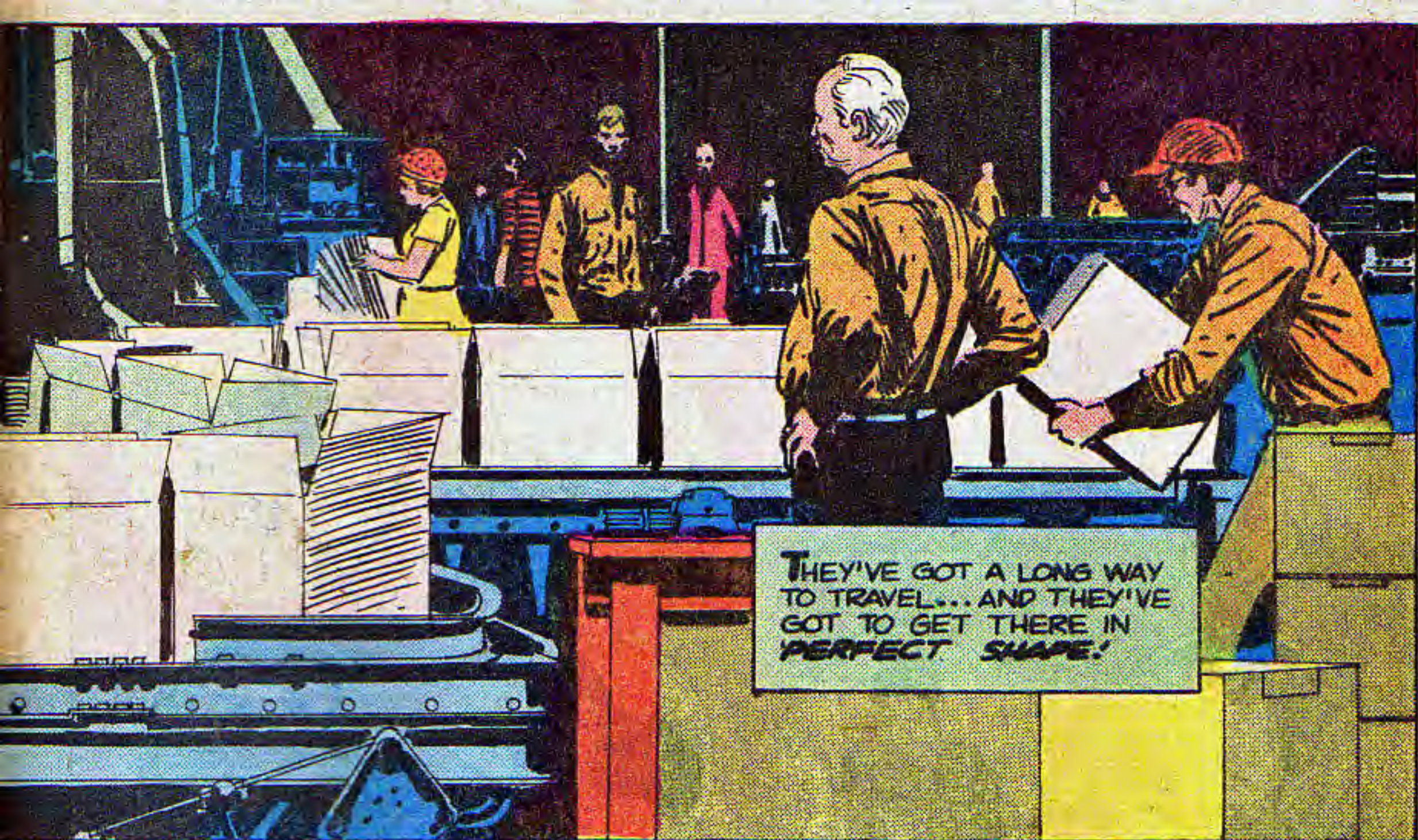
CAREFULLY, THE MAGAZINES ARE SORTED
AND PACKED...TAPED...BOXED...NUMBERED.



THEN, BY MEANS
OF CONVEYER
BELT, THEY'RE
MOVED INTO THE
SHIPPING
DEPARTMENT...

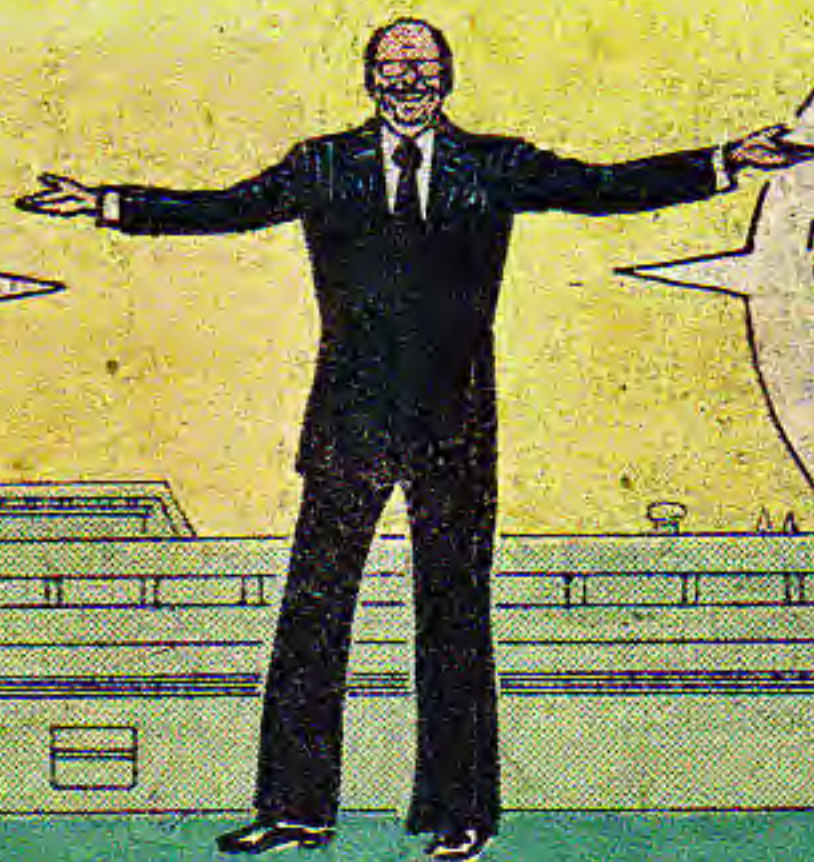


JUST OUTSIDE THE SHIPPING
WAREHOUSE ARE THE RAILROAD
SIDINGS AND THE TRUCK PLAT-
FORMS... WHERE DELIVERIES
BEGIN.



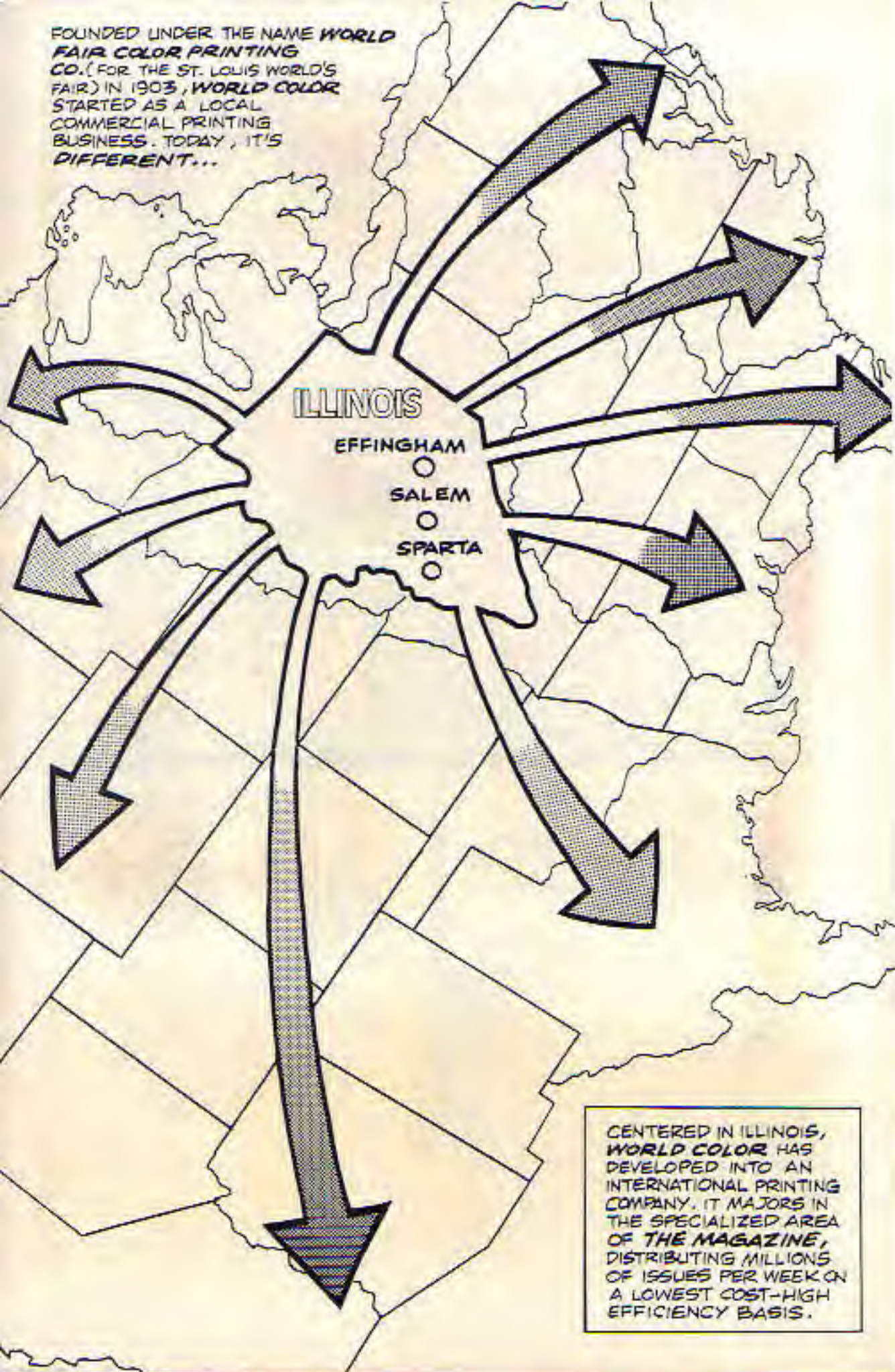


WELL ...
THIS IS THE
END OF THE TOUR,
BUT, IT'S *NOT* THE
END OF THE STORY!
AND WHERE WE
GO FROM HERE
DEPENDS ON
YOU!



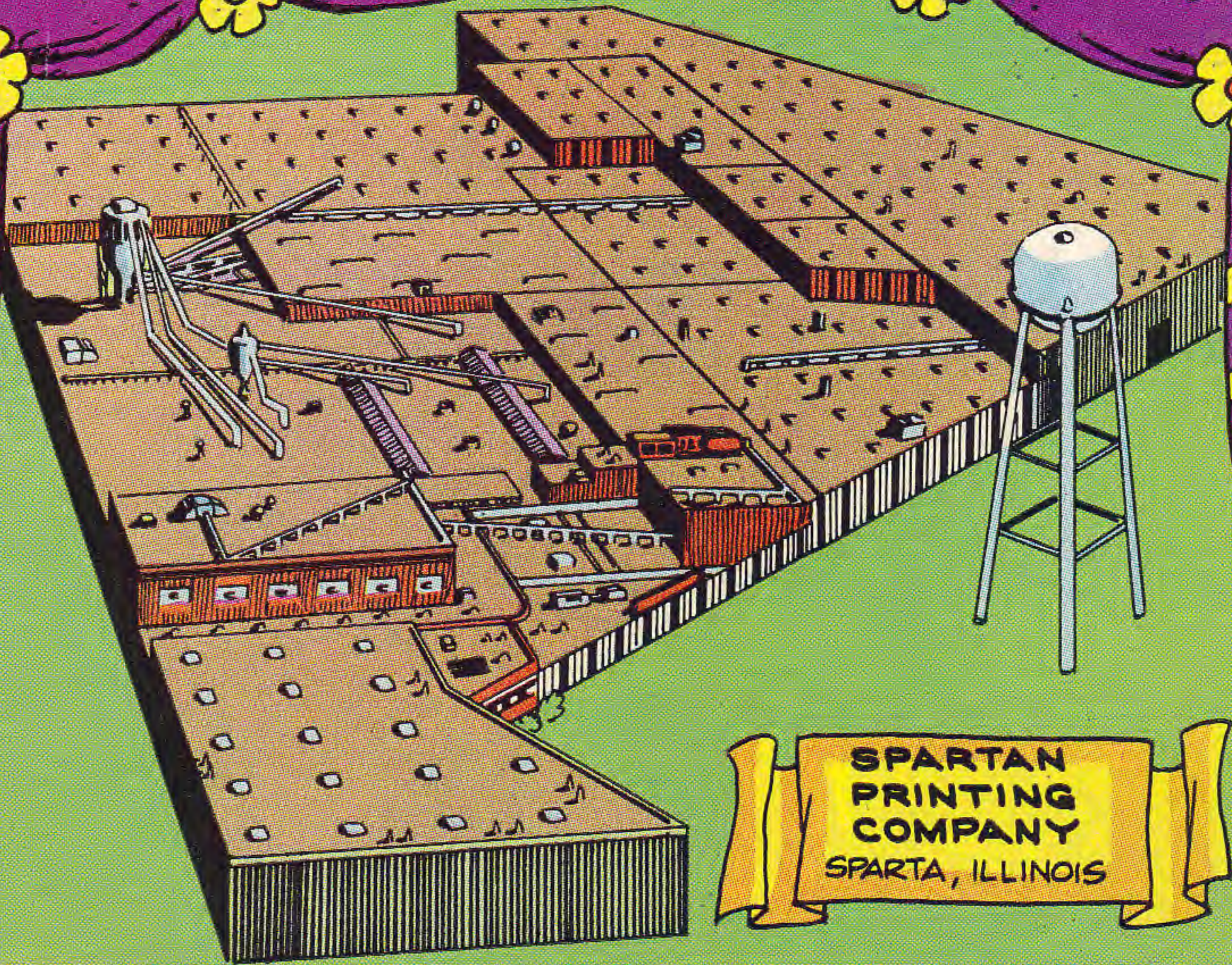
IN THE FUTURE,
NEW IDEAS...
NEW CHARACTERS...
NEW COMIC MAGAZINES
WILL CONTINUE TO BE
PRODUCED IN GREATER
QUANTITIES! AND WE
AT **WORLD COLOR**
WILL BE PRINTING
THEM FOR
YOU!

FOUNDED UNDER THE NAME **WORLD FAIR COLOR PRINTING CO.** (FOR THE ST. LOUIS WORLD'S FAIR) IN 1903, **WORLD COLOR** STARTED AS A LOCAL COMMERCIAL PRINTING BUSINESS. TODAY, IT'S **DIFFERENT...**



CENTERED IN ILLINOIS, **WORLD COLOR** HAS DEVELOPED INTO AN INTERNATIONAL PRINTING COMPANY. IT MAJORS IN THE SPECIALIZED AREA **OF THE MAGAZINE**, DISTRIBUTING MILLIONS OF ISSUES PER WEEK ON A LOWEST COST-HIGH EFFICIENCY BASIS.

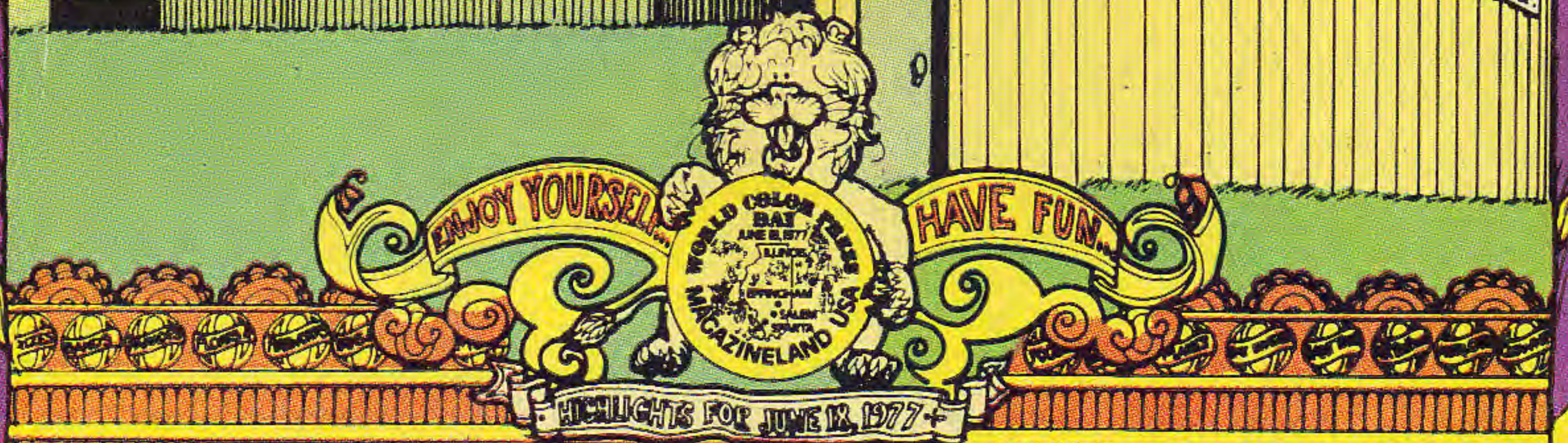
★ ★ JUNE 18, 1977 ★ ★
WORLD COLOR PRESS DAY



SPARTAN
PRINTING
COMPANY
SPARTA, ILLINOIS

CROSSROADS
PRESS
EFFINGHAM, ILLINOIS

WORLD COLOR'S
NEWEST
PLANT
SALEM, ILLINOIS



FAMILY ALBUM

WORLD COLOR PRINTING CO.

GROUND BREAKING CELEBRATION FOR WORLD COLOR PRINTING CO., AUGUST 15, 1942



This building housed the first printing company specializing in producing comics.

THE NORTH COLOR BUILDING
THE FIRST COMICS BUILDING



Some of the first syndicated comic strips in history were developed in the offices below. "SLIM JIM," "LITTLE AH-SID," "THE CHINESE KID," and "MAJOR OZONE" were used by hundreds of leading newspapers throughout the country. Artists like Rube Goldberg, Hughrey Wellington, George Harman and Lyman Young started on their road to success here. Comics were always an integral part of the World Color picture.




One of the early presses at World Color.




Mat-molding in the original stereo-casting section.






Packaging and mailing was a "hand-job" for many years.



The General Office. Notice the "indirect lighting."



The Routing Room.

Ros Messing, Sr., owner and founder of
World Color Printing Co.

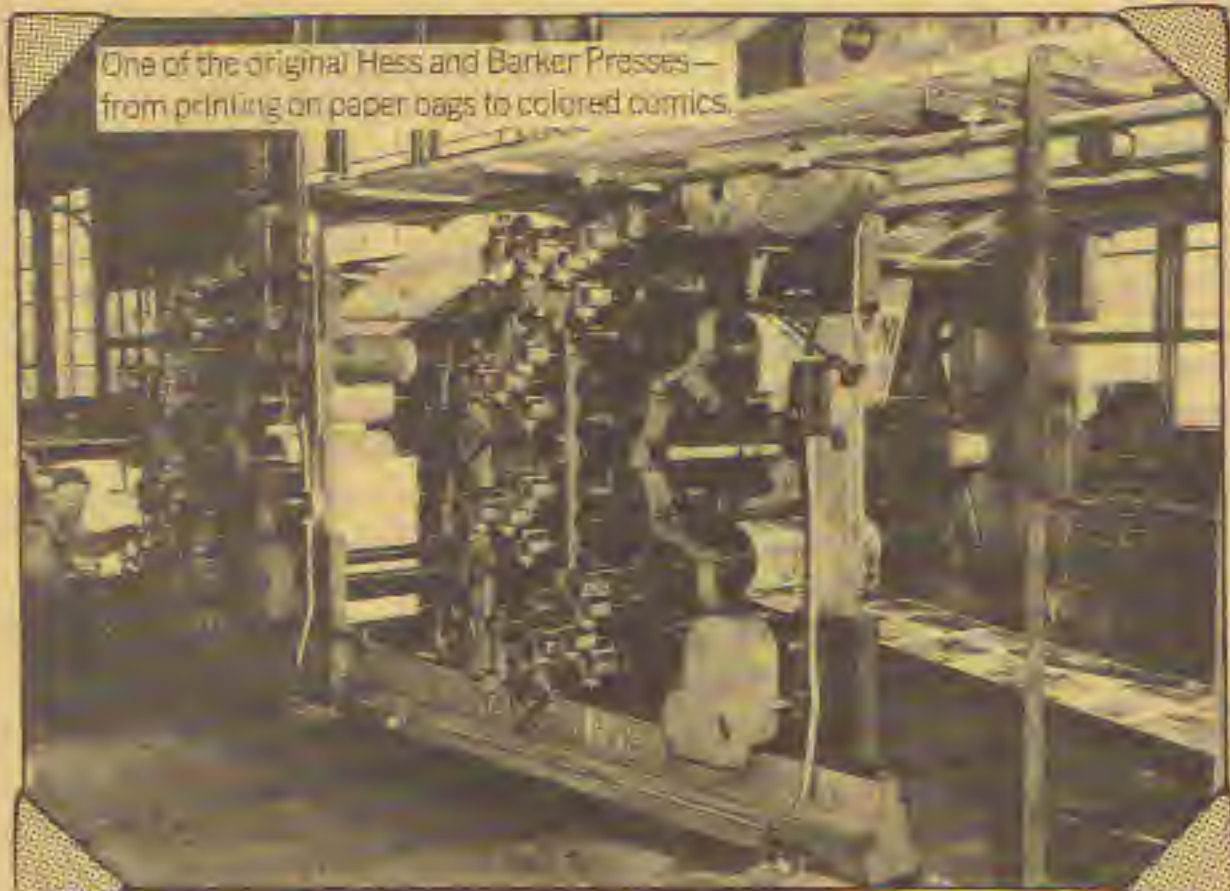


In 1933, led by R. Messing and Bob Grable, World Color pioneered in colored comic books (one of the first which is being held by Mr. Messing above). Over a period of years the popularity of comic books grew. In 1940, a building containing 35,000 square feet of floor space was erected and devoted entirely to comic book printing.

Ground breaking for comic book printing plant,
August 15, 1940.



One of the original Hess and Barker Presses—
from printing on paper bags to colored comics.



Part of the 35,000 square foot housing presses,
stereotype equipment, binding equipment and other
facilities to produce comic books.





WORLD COLDR OWES
ITS SUCCESS TO
PEOPLE, THE MEN AND
WOMEN WHO OPERATE
THE MACHINES THAT
PRODUCE THE BEST
MAGAZINES AND
PERIODICALS TODAY.
LOOKING FORWARD TO
DOING MORE OF THE
SAME IN THE FUTURE